

1. Record Nr.	UNINA9910149171903321
Autore	Condren Mary
Titolo	Business writing / / Mary Condren
Pubbl/distr/stampa	Cork, Ireland : , : NuBooks, , 2004 ©2004
ISBN	1-84621-068-2
Descrizione fisica	1 online resource (42 p.)
Collana	IMI Handbook of Management
Disciplina	658
Soggetti	Industrial management Ireland Business management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	KEY LEARNING OBJECTIVES; GOOD BUSINESS WRITING; STAGE ONE: PRE-WRITING; STAGE TWO: DRAFTING; STAGE THREE: CRAFTING; STAGE FOUR: SHAFTING; STAGE FIVE: PRE-SENDING; ONE LAST STEP; ABOUT THE AUTHOR; ABOUT THE EDITORS; ABOUT OAK TREE PRESS
Sommario/riassunto	Here's the secret of good business writing: writing is a craft; business writing can be managed: good business writing comes from drafting, crafting, and then shafting everything in your document that is not essential.

2. Record Nr.	UNINA9911021972603321
Autore	Backhaus Klaus
Titolo	Multivariate Analysis : An Application-Oriented Introduction // by Klaus Backhaus, Bernd Erichson, Sonja Gensler, Rolf Weiber, Thomas Weiber
Pubbl/distr/stampa	Wiesbaden : , : Springer Fachmedien Wiesbaden : , : Imprint : Springer Gabler, , 2025
ISBN	9783658479312 9783658479305
Edizione	[3rd ed. 2025.]
Descrizione fisica	1 online resource (690 pages)
Collana	Business and Economics (German Language) Series
Altri autori (Persone)	ErichsonBernd GenslerSonja WeiberRolf WeiberThomas
Disciplina	519.535
Soggetti	Marketing Statistics Psychology - Methodology Statistics in Business, Management, Economics, Finance, Insurance Psychological Methods
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Introduction to empirical data analysis -- Regression analysis -- Analysis of variance -- Discriminant analysis -- Logistic regression -- Contingency analysis -- Factor analysis -- Cluster analysis -- Conjoint analysis.
Sommario/riassunto	We live in a world driven by data. Yet, data alone holds no value unless we can extract meaningful insights from it. Multivariate data analysis provides the essential tools to unlock this potential. This book offers an easy-to-understand introduction to the most important methods of multivariate data analysis. With a strong application focus, it requires only basic knowledge of mathematics and statistics. The methods are demonstrated through numerical examples and illustrated with detailed case studies. Additionally, the introductory chapter refreshes key statistical fundamentals relevant to all methods covered in the book.

For the 3rd edition, all chapters have been thoroughly reviewed and recalculated using the latest version of IBM SPSS. Contents Introduction to empirical data analysis Regression analysis Analysis of variance Discriminant analysis Logistic regression Contingency analysis Factor analysis Cluster analysis Conjoint analysis The original German version of this book is now available in its 18th edition. In 2015, the German edition was honored by the Federal Association of German Market and Social Researchers as “the textbook that has shaped market research and practice in German-speaking countries”. A Chinese version is also available in its 3rd edition. On the website [www.multivariate-methods.info](http://www.multivariate-methods.info), the authors provide examples in Excel and R as well as additional material to facilitate the understanding of the different multivariate methods. In addition, interactive flashcards are available to the reader for reviewing selected focal points. Download the Springer Nature Flashcards App and use exclusive content to test your knowledge. The authors ((Please insert here the photographs of authors in order of appearance)) [www.multivariate-methods.info](http://www.multivariate-methods.info) .

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