

1. Record Nr.	UNINA9910808182003321
Autore	Cunha Wilson de Angelo
Titolo	LXX Isaiah 24:1-26:6 as interpretation and translation : a methodological discussion / / by Wilson de Angelo Cunha
Pubbl/distr/stampa	Atlanta, Georgia : , : SBL Press, , 2014 ©2014
ISBN	1-62837-023-8
Descrizione fisica	1 online resource (245 pages)
Collana	Society of Biblical Literature Septuagint and Cognate Studies ; ; Number 62
Disciplina	224/.10486
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and indexes.

2. Record Nr.	UNINA9911049189103321
Autore	Rao Vithala R
Titolo	Applied Conjoint Analysis : From Product and Service Design to Market and Pricing Strategies // by Vithala R. Rao
Pubbl/distr/stampa	Cham : , : Springer Nature Switzerland : , : Imprint : Springer, , 2026
ISBN	3-032-00894-8
Edizione	[2nd ed. 2026.]
Descrizione fisica	1 online resource (793 pages)
Collana	Springer Texts in Business and Economics, , 2192-4341
Disciplina	658.8343
Soggetti	Marketing research Business intelligence Statistics Big data Market Research and Competitive Intelligence Statistics in Business, Management, Economics, Finance, Insurance Big Data
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Chapter 1 Introduction -- Chapter 2 Relevant Consumer Behavior Paradigms -- Chapter 3 Theory Design of Ratings-Based Conjoint Studies -- Chapter 4 Analysis and Utilization of Ratings-Based Conjoint Data -- Chapter 5 Choice Based Conjoint Studies: Design and Analysis -- Chapter 6 Methods for a Large Number of Attributes -- Chapter 7 Advance Methods of Analysis (Machine-Learning and other) -- Chapter 8 Non-compensatory Models for Conjoint Analysis -- Chapter 9 Applications for Products and Service Design and Market Segmentation -- Chapter 10 Applications for Product Positioning and Market Segmentation -- Chapter 11 Applications for Pricing Decisions -- Chapter 12 Applications to a Miscellany of Marketing Problems -- Chapter 13 Conjoint Analysis with Other Types of Data -- Chapter 14 Recent Developments and Future Outlook -- Chapter 15 An Interdisciplinary Review of Research in Conjoint Analysis: Recent Developments and Directions for Future Research -- Chapter 16 Sawtooth Software's Influence on the Conjoint Analysis Industry.
Sommario/riassunto	This book provides different applications and methods of conjoint

analysis in marketing. It gives an introduction into the basic ideas of conjoint analysis and describes the steps involved in designing a ratings-based conjoint study. This new revised second edition offers newer methods for estimating utility functions for products with multiple attributes such as Best-Worst Scaling, incorporating non-compensatory aspects, and auction methods. It features new chapters on advanced methods of analysis (e.g., machine-learning based and others) and conjoint analysis with other types of data such as eye tracking, visual design evaluations, search data and GPT, among others. While the focus of the book is on methods in marketing, these methods are also applicable for other business and social sciences. This book is useful to academics, researchers, and scholars applied marketing science. This book is also suitable as a textbook for quantitative marketing coursework.

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