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Sommario/riassunto

This edited volume focuses on the latest developments in classification
 and data science and covers a wide range of topics in the context of
 data analysis and related areas, e.g. the analysis of complex data,
 analysis of qualitative data, methods for high-dimensional data,
 dimensionality reduction, data visualization, multivariate statistical
 methods, and various applications to real data in the social sciences,
 medical sciences, and other disciplines. In addition to sharing
 theoretical and methodological findings, the book shows how to apply
 the proposed methods to a variety of problems — e.g. in consumer
 behavior, decision-making, marketing data and social network
 structures. Both methodological aspects and applications to a wide
 range of areas such as economics, behavioral science, marketing
 science, management science and the social sciences are covered. The
 book is chiefly intended for researchers and practitioners who are
 interested in the latest developments and practical applications in these
 fields, as well as applied statisticians and data analysts. Its combination
 of methodological advances with a wide range of real-world
 applications gathered from several fields makes it of unique value in
 helping readers solve their research problems.