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MULTIVARIATE DATA ANALYSIS i .-*.'.00. 0000 ' -4 A Global Perspective Joseph F. Hair, Jr. Kennesaw State University William C. Black Louisiana State University Barry J. Babin University of Southern Mississippi Rolph E. Anderson Drexel University Upper Saddle River Boston Columbus San Francisco New York

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Offering an applications-oriented approach which focuses on the use of each technique rather than its mathematical derivation, this textbook introduces a six-step framework for organising and discussing multivariate data analysis techniques.

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. For graduate and upper-level undergraduate marketing research courses. For over 30 years, Multivariate Data Analysis has provided readers with the information they need to understand and apply multivariate data analysis. Hair et. al provides an applications-oriented introduction to multivariate analysis for the non-statistician. By reducing heavy statistical research into fundamental concepts, the text explains to readers how to understand and make use of the results of specific statistical techniques. In this Seventh Edition, the organization of the chapters has been greatly simplified. New chapters have been added on structural equations modeling, and all sections have been updated to reflect advances in technology, capability, and mathematical techniques.

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For graduate courses in Marketing Research, Research Design and Data Analysis. For the non-statistician, this applications-oriented introduction to multivariate analysis reduces the amount of statistical notation and terminology used while focusing on the fundamental concepts that affect the use of specific techniques.

Multivariate Data Analysis Introduction to SPSS Outliers Normality Test of Linearity Data Transformation Bootstrapping Homoscedasticity Introduction to IBM SPSS | AMOS Multivariate Analysis of Variance (MANOVA) One Way Manova in SPSS Multiple Regression Analysis Binary Logistic Regression Factor Analysis Exploratory Factor Analysis Confirmatory Factor Analysis Cluster Analysis K - Mean Cluster Analysis Hierarchical Cluster Analysis Discriminant Analysis Correspondence Analysis Multidimensional Scaling Example - Multidimensional Scaling (ALSCAL) Neural Network Decision Trees Path Analysis Structural Equation Modeling Canonical Correlation

This commemorative volume honors the contributions of Prof. Joseph F. Hair, Jr., who through his writings, leadership and mentoring has had a profound influence on marketing and other fields of business research. He is widely known for sidestepping mathematically complex ways of teaching statistical approaches with an eye toward making the tools accessible to the average behavioral researcher. Joe is also a bona fide researcher whose work has had a massive impact on marketing and business research in general. The book provides revealing insights on his works and acknowledges his role as an outstanding teacher and mentor who has shaped generations of researchers.

Managers increasingly must make decisions based on almost unlimited information. How can they navigate and organize this vast amount of data? Essentials of Business Research Methods provides research techniques for people who aren't data analysts. The authors offer a straightforward, hands-on approach to the vital managerial process of gathering and using data to make clear business decisions. They include such critical topics as the increasing role of online research, ethical issues, data mining, customer relationship management, and how to conduct information-gathering activities more effectively in a rapidly changing business environment. This is the only such book that includes a chapter on qualitative data analysis, and the coverage of quantitative data analysis is more extensive and much easier to understand than in other works. The book features a realistic continuing case throughout the text that enables students to see how business research information is used in the real world. It includes applied research examples in all chapters, as well as Ethical Dilemma mini - cases, and interactive Internet applications and exercises.

Offering the latest teaching and practice of applied multivariate statistics, this text is perfect for students who need an applied introduction to the subject. Lattin, Carroll, and Green have created a text that speaks to the needs of applied students who have advanced beyond the beginning level, but are not advanced statistics majors. The text provides a three-part structure. First, the authors begin each major topic by developing students' statistical intuition through applications. Then, they providing illustrative examples for support. Finally, for those courses where it will be valuable, they describe relevant mathematical underpinnings with vectors and matrix algebra. Additionally, each chapter follows a standard format. This format begins by discussing a general set of research objectives, followed by illustrative examples of problems in different areas. Then it provides an explanation of how each method works, followed by a sample problem, application of the technique, and interpretation of results.

This title is part of the Pearson Modern Classics series. Pearson Modern Classics are acclaimed titles at a value price. Please visit www.pearsonhighered.com/math-classics-series for a complete list of titles. For courses in Multivariate Statistics, Marketing Research, Intermediate Business Statistics, Statistics in Education, and graduate-level courses in Experimental Design and Statistics. Appropriate for experimental scientists in a variety of disciplines, this market-leading text offers a readable introduction to the statistical analysis of multivariate observations. Its primary goal is to impart the knowledge necessary to make proper interpretations and select appropriate techniques for analyzing multivariate data. Ideal for a junior/senior or graduate level course that explores the statistical methods for describing and analyzing multivariate data, the text assumes two or more statistics courses as a prerequisite.

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