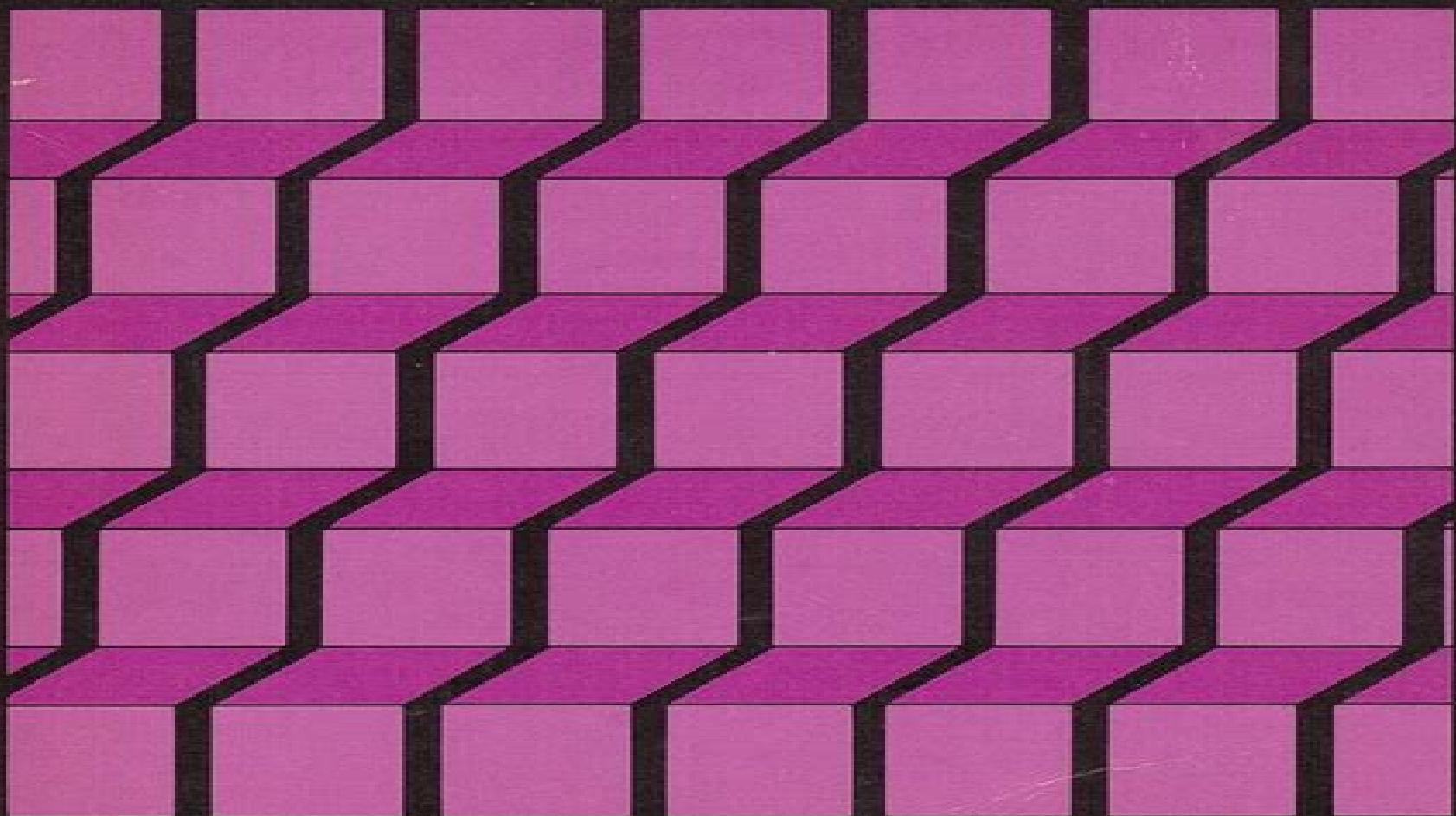


Multivariate Analysis in Marketing: Theory & Application

David A. Aaker



Multivariate Analysis In Marketing Theory Application

**Gunjan Mukherjee, Biswadip Basu
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Research Methods in Hospitality and Tourism sits at the forefront of fast paced developments in the tourism and hospitality industry highlighting the importance of applied and pure research to address the theoretical and practical problems and gaps

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Advertising Management John D. Leckenby, C. Nugent Wedding, 1982 **Asian Economies**, 1982 **Conceptual and Numerical Analysis of Data** Otto Opitz, W. Gaul, 1989-10-27 The wide ranged subject Conceptual and Numerical Analysis of Data is obliged to indicate the variety of the concept of data and information as well as the manifold methods of analysing and structuring This volume is subdivided into four sections 1 Data Analysis and Classification Basic Concepts and Methods 2 Applications in Library Sciences Documentation and Information Sciences 3 Applications in Economics and Social Sciences 4 Applications in Natural Sciences and Computer Sciences Section 1 contains 18 papers concerning concept analysis cluster analysis data analysis and multivariate statistics The broad spectrum of 7 papers appointed to section 2 extends from applications of data analysis and concepts in information sciences to applications in terminology and humanities The importance of data analysis for many questions of economics and social sciences becomes evident in section 3 This section consists of 10 papers dealing with problems of marketing research decision making computer based decision support as well as problems of socioeconomic and macroeconomics Finally section 4 is composed to 4 papers on sequence analysis and phylogenetic trees and 3 papers on computer science

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