

Statistics for Marketing and Consumer Research, 2008, 412 pages, Mario Mazzocchi,  
1412911222, 9781412911221, SAGE, 2008

Balancing simplicity with technical rigour, this practical guide to the statistical techniques essential to research in marketing and related fields, describes each methods as well as showing how they are applied. Real data sets and detailed guidance on the use of appropriate software is included along with discussion of: - Sampling- Data management an statistical packages- Hypothesis testing- Cluster analysis- Structural equation modelling

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Measuring and increasing the effectiveness of provincial., Volume 4 hearing before the Oversight and Investigations Subcommittee of the Committee on Armed Services, House of Representatives, One Hundred Tenth Congress, first session, hearing held, October 18, 2007, United States. Congress. House. Committee on Armed Services. Oversight and Investigations Subcommittee, Jan 1, 2008, History, 59 pages  
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