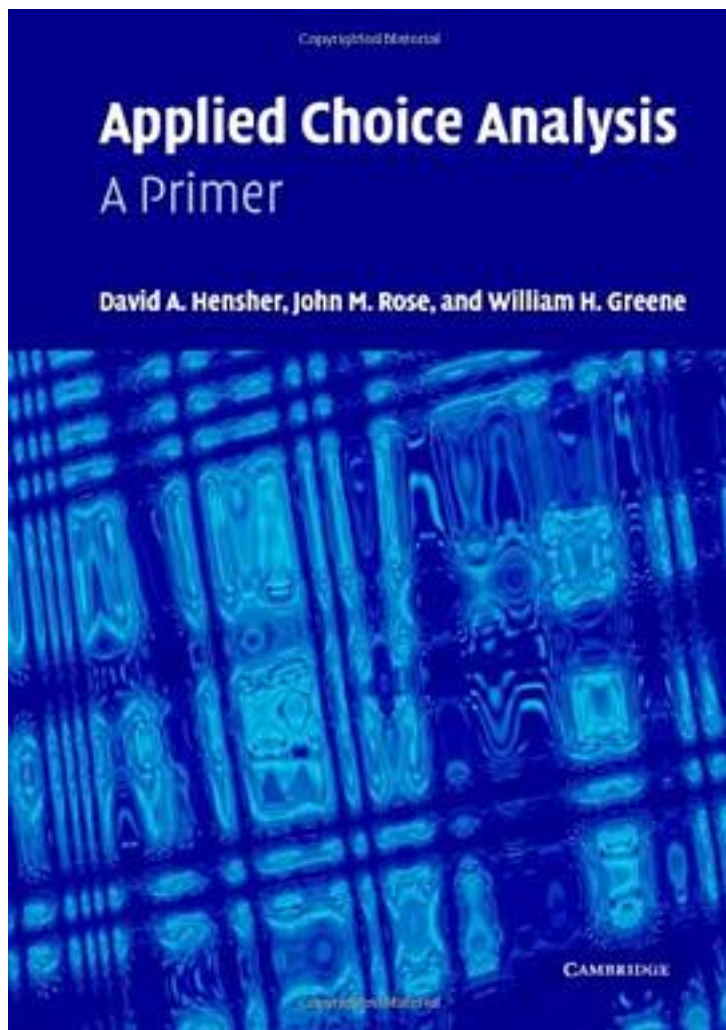


Applied Choice Analysis



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Almost without exception, everything human beings undertake involves a choice. In

recent years there has been a growing interest in the development and application of quantitative statistical methods to study choices made by individuals with the purpose of gaining a better understanding both of how choices are made and of forecasting future choice responses. In this primer the authors provide an unintimidating introduction to the main techniques of choice analysis and include detail on themes such as data collection and preparation, model estimation and interpretation and the design of choice experiments. A companion website to the book provides practice data sets and software to estimate the main discrete choice models such as multinomial logit, nested logit and mixed logit. This primer will be an invaluable resource to students as well as of immense value to consultants and professionals, researchers and anyone else interested in choice analysis and modelling.

作者介绍:

目录:

[Applied Choice Analysis_ 下载链接1](#)

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书评

Choice Analysis发展很快，在营销学、消费者行为学、运输经济学、环境经济学等领域广为应用，但是这方面的专著通常距离初学者有一段距离。这本书主要是面向初学者的，降低了难度，同时特别强调应用，介绍了很多书籍没有详加解释的一些细节，提供了nlogit

等软件的使用介绍。总之...

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