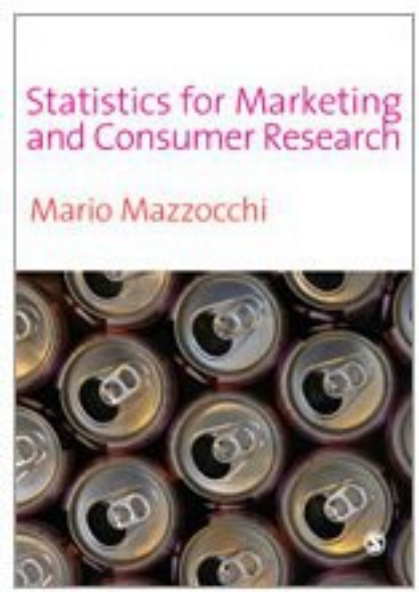


# Statistics for Marketing and Consumer Research



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Balancing simplicity with technical rigour, this practical guide to the statistical techniques essential to research in marketing and related fields, describes each method as well as showing how they are applied. The book is accompanied by two real data sets to replicate examples and with exercises to solve, as well as detailed guidance on the use of appropriate software including: 750 powerpoint slides with lecture notes and step-by-step guides to run analyses in SPSS (also includes screenshots); and 136 multiple choice questions for tests. This is augmented by in-depth discussion of topics including: sampling - data management and statistical packages; hypothesis testing; cluster analysis; and, structural equation modelling.

作者介绍:

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