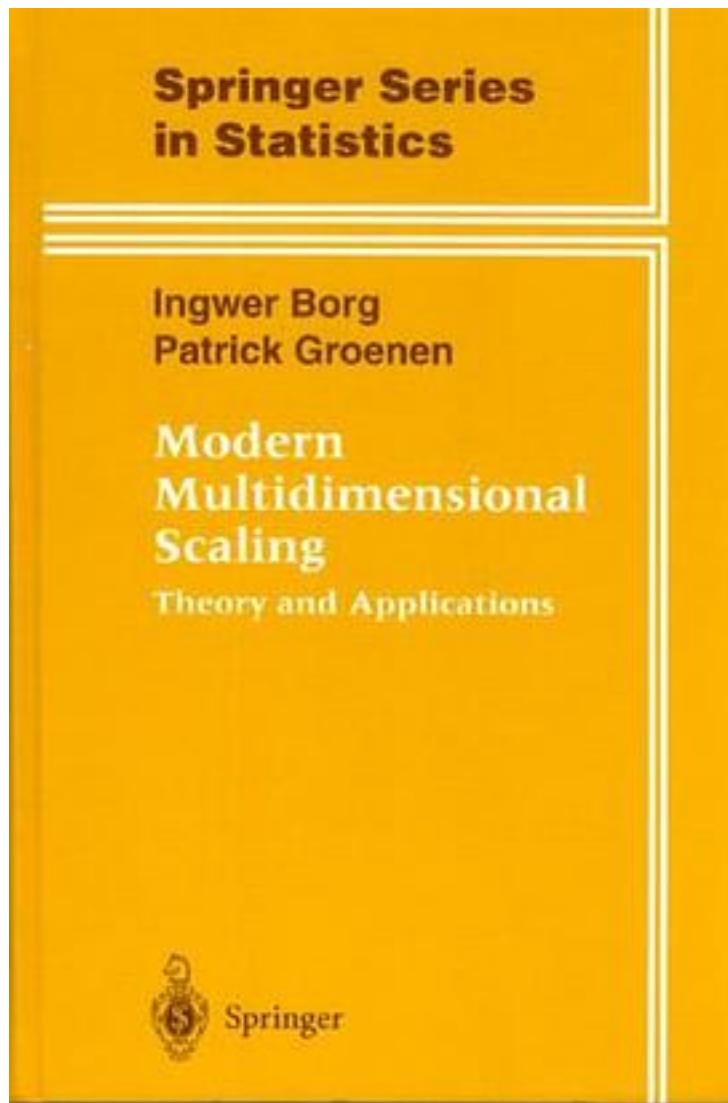


Modern Multidimensional Scaling



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The first edition was released in 1996 and has sold close to 2200 copies. Provides an up-to-date comprehensive treatment of MDS, a statistical technique used to analyze the structure of similarity or dissimilarity data in multidimensional space. The authors have added three chapters and exercise sets. The text is being moved from SSS to SSPP. The book is suitable for courses in statistics for the social or managerial sciences as well as for advanced courses on MDS. All the mathematics required for more advanced topics is developed systematically in the text.

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