

多元数据分析



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本书是一本面向应用的经典多元数据分析教材，自1979年出版第1版至今，深受读者好评。本书循序渐进地介绍了各种多元统计分析方法，并通过丰富的实例演示了这些方法的应用。书中不仅涵盖多元数据分析的基本方法，而且还介绍了一些新方法，如结构方

程建模和偏最小二乘法等。

本书特色

以循序渐进方式（流水线方式）组织内容：在内容组织上，各章集中概述一个论题，每章均从基础开始并讨论应用，后面各章逐步深入。

扩展各种方法应用：对“经验法则”给出解释，包括像样本容量这类重要问题。

重新组织结构方程建模这一重要内容，包括结构方程建模概述、验证性因素分析、估计和检验结构模型的相关问题，以及验证性因素分析和结构方程建模的一些高级主题，如检验更高阶因子模型、群组模型、调节变量与中间变量。

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于1971年获得佛罗里达大学市场营销博士学位，现为肯尼索州立大学市场营销系教授。他出版了四十多本书，包括《Marketing》、《Marketing Essentials》等。他是美国市场营销协会、市场营销科学学会、西南市场营销协会和南方市场营销学会委员。2004年他被美国市场营销科学学会授予杰出教育奖，2007年被市场管理协会授予创新性市场营销人才。

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Math

评论

任何想入门数据分析的人都不应该错过的书，做social science research的必读课本，通读之后在methodology方面会有necessary的知识去读懂paper，然后你就入门了，进阶什么的看个人造化吧。怎么强调这本书的重要性也不为过，treat as Bible也行。另外，本书有大量企业感兴趣的分析方法，比如cluster analysis。

年度最佳好书，特别详细，写论文的利器

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书评

就MDS and Correspondence Analysis

那一章来说，写得令我失望之极。整整有5页都在反复啰嗦MDS数据的收集的特点，书中出现好几个表现对象相似性的图，竟然没有一处仔细说明每个点是怎么来的，难道是要从本章后面的论文中才能获得其中的步骤么？到手的时候，厚厚一本书 估摸...

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