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Analysis And Reporting (Basic Marketing Research Book 3)

Basic Marketing Research

Analysis and Reporting

Scott M. Smith and Gerald S. Albaum



Synopsis

This volume of Basic Marketing Research introduces you to data analysis, and will serve as a guide in preparing your own quality report. This text provides answers to many questions. How do I pick the correct measurement and scale? How do I write and test hypotheses? How do I select and conduct the right statistical analysis? How do I organize and prepare a research report? In answering these questions, special attention is given to demonstrating the most commonly used analysis techniques, including cross-tabulation, t-tests, ANOVA, regression analysis, discriminant analysis, factor analysis, cluster analysis, multidimensional scaling, and conjoint analysis. Using clear, easy-to-understand language, you will gain a well-seasoned understanding of basic data analysis and how to interpret and communicate your results. Whether you are completing a class project, or conducting professional research, Smith and Albaum will have you ready to analyze your data and present your own research findings.

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