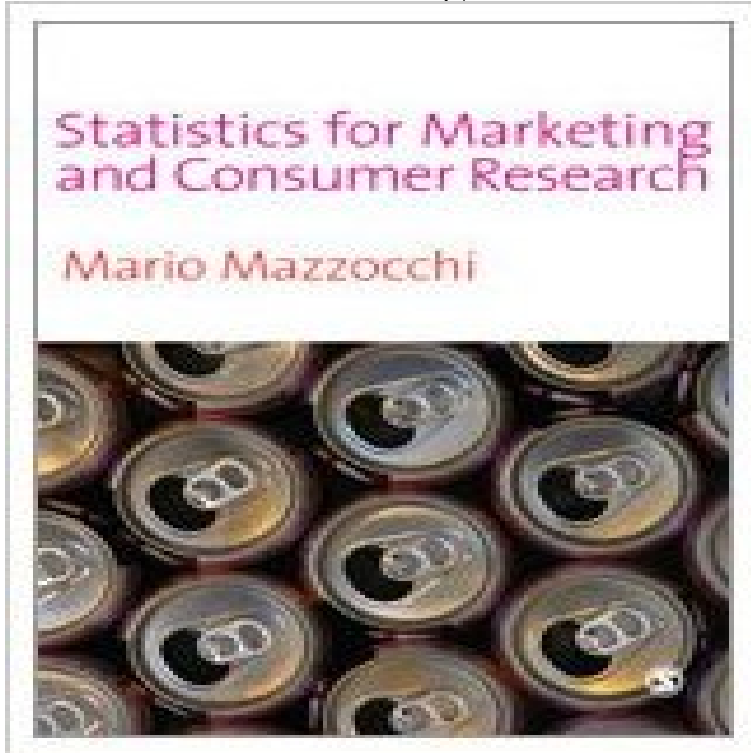


# Statistics for Marketing and Consumer Research



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. Real data sets and detailed guidance on the use of appropriate software is included along with discussion of: - Sampling- Data management an statistical packages- Hypothesis testing- Cluster analysis- Structural equation modelling

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