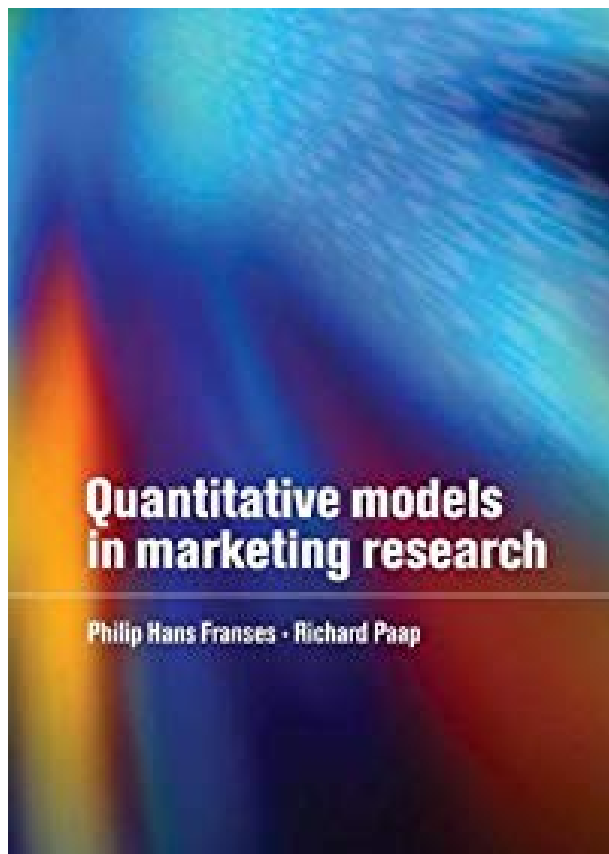


Quantitative Models in Marketing Research



Pages:	206
Genre:	Uncategorized
Goodreads Rating:	4.00
ISBN10:	0521801664
Author:	Philip Hans Franses
ISBN13:	9780521801669
Published:	January 4th 2013 by Cambridge University Press
Language	English

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This book presents the most important and practically relevant quantitative models for marketing research. Each model includes a demonstration of the mechanics of the model, empirical analysis, real world examples, and an interpretation of results and findings. The reader will learn how to apply the techniques, as well as understand the latest methodological developments in the academic literature. Students and practitioners with differing numerical skills are guided through the book, although a knowledge of elementary numerical techniques is assumed.