Título:

Autor:

Precio: $3264.00

Editorial:

Año: 2009

Tema:

Edición: 7ª

Sinopsis

ISBN: 9780138132637

KEY BENEFIT: For over 30 years, this text has provided students with the information they need to understand and apply multivariate data analysis. Hair, et. al provides an applications-oriented introduction to multivariate analysis for the non-statistician. By reducing heavy statistical research into fundamental concepts, the text explains to students how to understand and make use of the results of specific statistical techniques. In this seventh revision, the organization of the chapters has been greatly simplified. New chapters have been added on structural equations modeling, and all sections have been updated to reflect advances in technology, capability, and mathematical techniques.
Preparing For a MV Analysis; Dependence Techniques; Interdependence Techniques; Moving Beyond the Basic Techniques
MARKET: Statistics and statistical research can provide managers with invaluable data. This textbook teaches them the different kinds of analysis that can be done and how to apply the techniques in the workplace.