



Multivariate Methods for Marketing and Survey Research

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Multivariate Methods for Market and Survey Research is a graduate level book about different applications of methods in marketing research. It is a collection of papers from top names in the field of marketing and survey research. This collection discusses subjects from conjoint measurements and latent structure analysis to AID analysis, as well as further research areas related to these techniques. Dr. Jagdish (Jag) N. Sheth is the Charles H. Kellstadt Professor of Marketing in the Goizueta Business School at Emory University. Prior positions, include the University of Southern California; the University of Illinois; the faculty of Columbia University; and, the Massachusetts Institute of Technology. Dr. Sheth is well known for his scholarly contributions in consumer behavior, relationship marketing, competitive strategy and geopolitical analysis.

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