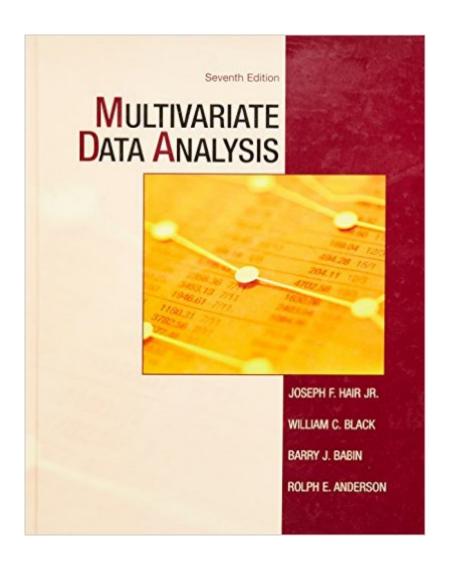# The book was found

Multivariate Data Analysis (7th Edition)

Synopsis

For graduate and upper-level undergraduate marketing research courses. For over 30 years, Â Multivariate Data Analysis Â has provided readers with the information they need to understand and apply multivariate data analysis. Â 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 readers how to understand and make use of the results of specific statistical techniques. In this Seventh Edition, 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.

Book Information

Paperback: 816 pages

Publisher: Pearson; 7 edition (February 23, 2009)

Language: English

ISBN-10: 0138132631

ISBN-13: 978-0138132637

Product Dimensions: 8.1 x 1.6 x 10 inches

Shipping Weight: 3.8 pounds (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars Â Â See all reviews Â (25 customer reviews)

Best Sellers Rank: #128,556 in Books (See Top 100 in Books)   #130 in Â Books > Business & Money > Marketing & Sales > Marketing > Research   #216 in Â Books > Textbooks > Business & Finance > Marketing   #417 in Â Books > Textbooks > Science & Mathematics > Mathematics > Statistics

Customer Reviews

Multivariate data analysis is a central tool whenever several variables need to be considered at the same time. The present book explains a powerful and versatile way to analyse data tables, suitable also for researchers without formal training in statistics.The analysis of multivariate data requires the extension of standard univariate statistical models and methods but also introduces new problems. Initial attention is given to Data Mining techniques such as summarising and displaying high dimensional data and to ways of reducing multivariate problems to more manageable univariate ones. This is followed by routine generalisations of standard distributions and statistical tests before consideration of new strategies for constructing hypothesis tests. Finally, problems specific to multivariate data such as discrimination and classification (use in medical diagnosis problems for

example) are studied. Most of these methods can be implemented in standard computer packages.This book shows that multivariate analysis are:- Design for capability (also known as capability-based design)- Inverse design, where any variable can be treated as an independent variable- Analysis of Alternatives (A0A), the selection of concepts to fulfill a customer need- Analysis of concepts with respect to changing scenarios- Identification of critical design drivers and correlations across hierarchical levels.Thank you to Joseph F. Hair, Ronald L. Tatham, Rolph E. Anderson, William Black for their excellent job..make my research so easy. Every Phd should have this book.

This is my all time favorite stats book. It's very easy to read and yet is authoritative and comprehensive. The book is designed to promote a real understanding of the topic. Each chapter includes: glossary and quick overview at the beginning of the chapter, to orient the reader to the chapter; description of the theory; an application; example of programming code; summary. The writing style is clear and easy to follow. I first read this book in graduate school. I still turn to it as a refresher. If I could own only one multivariate book, this would be it.

I purchased this book as a textbook for a course in statistics. I have to say that this is hands-down the best statistics book I've ever read and the only one out of the pile of books I've purchased that I'm keeping as a reference. There is so much focus on how to choose the correct methods based on the types of data that you're working with - it's refreshing to read a book that's less focused on the math and more focused on the real-world applications.

Received the book promptly and at a fraction of the price of the north american Edition. This edition is printed in India and at first glace shows minor wording differences in chapter introduction from the U.S. 7th Edition. All in all very pleased with it.

Be aware that this book is not the exact copy of the North American edition of the book. However, if you are looking for just the chapters on CFA and SEM, they are exactly the same as far as I can tell (looking at them side-by-side). This book is missing the chapter on GLM from the NA edition.

This book was referred to me while I was writing the data analysis chapter of my dissertation. What a good find. I thought I understood multivariate analysis but this gives you practical and clear appliacations that make sense. A must reference if your work goes beyond the simple t-test.

Be careful and make sure you are going to keep this book and not planning to travel out of the country. In the red triangle in the upper left hand corner of the cover there is a notice that this edition is not to be distributed outside of India and a few other countries in that area. There are additional warnings inside the book of the same. I am from Pennsylvania. Ordered from ....Not sure if they will buy it back.

Everyone knows this is an amazing book. I like it. The reason why I gave three stars is the fact that I got a paper book after paying over $200. First I thought the publisher sent me a wrong copy. After checking the description, I realize what I got is the right one. Man.... there is not even a single figure in color. Seriously, this book looks like an illegal copy. Since I bought this book as a textbook, I don't have a choice. But, not so sure if I will use this for my class.

Analytics: Data Science, Data Analysis and Predictive Analytics for Business (Algorithms, Business Intelligence, Statistical Analysis, Decision Analysis, Business Analytics, Data Mining, Big Data) Multivariate Data Analysis (7th Edition) Data Analytics: What Every Business Must Know About Big Data And Data Science (Data Analytics for Business, Predictive Analysis, Big Data) Data Analytics: Practical Data Analysis and Statistical Guide to Transform and Evolve Any Business. Leveraging the Power of Data Analytics, Data ... (Hacking Freedom and Data Driven) (Volume 2) The Chicago Guide to Writing about Multivariate Analysis, Second Edition (Chicago Guides to Writing, Editing, and Publishing) Visual Population Codes: Toward a Common Multivariate Framework for Cell Recording and Functional Imaging (Computational Neuroscience Series) Handbook of Item Response Theory Modeling: Applications to Typical Performance Assessment (Multivariate Applications Series) Data Science and Big Data Analytics: Discovering, Analyzing, Visualizing and Presenting Data Data Science for Business: What You Need to Know about Data Mining and Data-Analytic Thinking Web Data Mining: Exploring Hyperlinks, Contents, and Usage Data (Data-Centric Systems and Applications) Data Analysis and Data Mining using Microsoft Business Intelligence Tools: Excel 2010, Access 2010, and Report Builder 3.0 with SQL Server Analytics: Data Science, Data Analysis and Predictive Analytics for Business Unsupervised Machine Learning in Python: Master Data Science and Machine Learning with Cluster Analysis, Gaussian Mixture Models, and Principal Components Analysis Bond Markets, Analysis, and Strategies (7th Edition) UPDATE TO THE 7TH EDITION OF STRATEGIC FINANCIAL ANALYSIS IN HIGHER EDUCATION SUMMER 2016 Econometric Analysis (7th Edition) Data Structures and Algorithms

Made Easy in Java: Data Structure and Algorithmic Puzzles, Second Edition Data Structures and Algorithms Made Easy: Data Structure and Algorithmic Puzzles, Second Edition Practical Data Management for Risk Data Aggregation and BCBS 239 Compliance Second Edition Math For Everyone Combo Book Hardcover: 7th Grade Math, Algebra I, Geometry I, Algebra II, Math Analysis, Calculus