



Multivariate Data Analysis (7th Edition)

Joseph F. Hair Jr, William C. Black, Barry J. Babin, Rolph E. Anderson

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For graduate and upper-level undergraduate marketing research courses.

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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.

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