



Analysis and Reporting (Basic Marketing Research Book 3)

Scott Smith, Gerald Albaum

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This volume of Basic Marketing Research introduces you to data analysis, and will serve as a guide in preparing your own quality report. This text provides answers to many questions. How do I pick the correct measurement and scale? How do I write and test hypotheses? How do I select and conduct the right statistical analysis? How do I organize and prepare a research report?

In answering these questions, special attention is given to demonstrating the most commonly used analysis techniques, including cross-tabulation, t-tests, ANOVA, regression analysis, discriminant analysis, factor analysis, cluster analysis, multidimensional scaling, and conjoint analysis.

Using clear, easy-to-understand language, you will gain a well-seasoned understanding of basic data analysis and how to interpret and communicate your results. Whether you are completing a class project, or conducting professional research, Smith and Albaum will have you ready to analyze your data and present your own research findings.



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