

## Using Multivariate Statistics 6th Edition

This text reflects the practical approach of the authors. Barbara Tabachnick and Linda Fidell emphasize the use of statistical software in design and analysis of research in addition to conceptual understanding fostered by the presentation and interpretation of fundamental equations. EXPERIMENTAL DESIGN USING ANOVA includes the regression approach to ANOVA alongside the traditional approach, making it clearer and more flexible. The text includes details on how to perform both simple and complicated analyses by hand through traditional means, through regression, and through SPSS and SAS.

Using IBM® SPSS® Statistics for Research Methods and Social Science Statistics is the perfect companion for students who are learning to use SPSS® software to interpret and manage data within their social statistics and/or research methods courses. Both first-time and more experienced SPSS® users will appreciate author William E. Wagner, III's step-by-step explanations of SPSS® operating procedures and introductory statistical operations. The Seventh Edition reflects SPSS® Version 25.0 and incorporates the latest results from the General Social Survey (GSS) as a secondary data set. Using examples, tables, and actual SPSS® screen captures, it guides users through several different kinds of SPSS® files including data files, output files, and syntax files.

Drawing on the authors' varied experiences working and teaching in the field, Analysis of Multivariate Social Science Data, Second Edition enables a basic understanding of how to use key multivariate methods in the social sciences. With updates in every chapter, this edition expands its topics to include regression analysis, con

A Practical Approach to using Multivariate Analyses Using Multivariate Statistics, 6th edition provides advanced undergraduate as well as graduate students with a timely and comprehensive introduction to today's most commonly encountered statistical and multivariate techniques, while assuming only a limited knowledge of higher-level mathematics. This text's practical approach focuses on the benefits and limitations of applications of a technique to a data set - when, why, and how to do it. Learning Goals Upon completing this book, readers should be able to: Learn to conduct numerous types of multivariate statistical analyses Find the best technique to use Understand Limitations to applications Learn how to use SPSS and SAS syntax and output

Using R with Multivariate Statistics by Randall E. Schumacker is a quick guide to using R, free-access software available for Windows and Mac operating systems that allows users to customize statistical analysis. Designed to serve as a companion to a more comprehensive text on multivariate statistics, this book helps students and researchers in the social and behavioral sciences get up to speed with using R. It provides data analysis examples, R code, computer output, and explanation of results for every multivariate statistical application included. In addition, R code for some of the data set examples used in more comprehensive texts is included, so students can run examples in R and compare results to those obtained using SAS, SPSS, or STATA. A unique feature of the book is the photographs and biographies of famous persons in the field of multivariate statistics.

Perfected over three editions and more than forty years, this field- and classroom-tested reference: \* Uses the method of maximum likelihood to a large extent to ensure reasonable, and in some cases optimal procedures. \* Treats all the basic and important topics in multivariate statistics. \* Adds two new chapters, along with a number of new sections. \* Provides the most methodical, up-to-date information on MV statistics available.

Learn how to manage JMP data and perform the statistical analyses most commonly used in research in the social sciences and other fields with JMP for Basic Univariate and Multivariate Statistics: Methods for Researchers and Social Scientists, Second Edition. Updated for JMP 10 and including new features on the statistical platforms, this book offers clearly written instructions to guide you through the basic concepts of research and data analysis, enabling you to easily perform statistical analyses and solve problems in real-world research. Step by step, you'll discover how to obtain descriptive and inferential statistics, summarize results clearly in a way that is suitable for publication, perform a wide range of JMP analyses, interpret the results, and more. Topics include screening data for errors selecting subsets computing the coefficient alpha reliability index (Cronbach's alpha) for a multiple-item scale performing bivariate analyses for all types of variables performing a one-way analysis of variance (ANOVA), multiple regression, and a one-way multivariate analysis of variance (MANOVA) Advanced topics include analyzing models with interactions and repeated measures. There is also comprehensive coverage of principle components with emphasis on graphical interpretation. This user-friendly book introduces researchers and students of the social sciences to JMP and to elementary statistical procedures, while the more advanced statistical procedures that are presented make it an invaluable reference guide for experienced researchers as well.

This title is part of the Pearson Modern Classics series. Pearson Modern Classics are acclaimed titles at a value price. Please visit [www.pearsonhighered.com/math-classics-series](http://www.pearsonhighered.com/math-classics-series) for a complete list of titles. For courses in Multivariate Statistics, Marketing Research, Intermediate Business Statistics, Statistics in Education, and graduate-level courses in Experimental Design and Statistics. Appropriate for experimental scientists in a variety of disciplines, this market-leading text offers a readable introduction to the statistical analysis of multivariate observations. Its primary goal is to impart the knowledge necessary to make proper interpretations and select appropriate techniques for analyzing multivariate data. Ideal for a junior/senior or graduate level course that explores the statistical methods for describing and analyzing multivariate data, the text assumes two or more statistics courses as a prerequisite.

Now in its third edition, this title teaches an often intimidating and difficult subject in a way that is informative, personable, and clear.

For courses in Research Methods, Reading and Understanding Research, and Quantitative Methods/Statistics. This uniquely accessible text shows precisely how to decipher and critique statistically-based research reports. Praised for its non-intimidating writing style, the text emphasizes concepts over formulas. The 6th edition contains 492 new excerpts drawn from recent journal articles, as well as three new chapters. An author-generated companion website has chapter outlines and quizzes, lists of misconceptions, links to online resources, and more. ([www.readingstats.com](http://www.readingstats.com)) Reading Statistics and Research gives readers the knowledge and confidence they need to understand, evaluate, and write research reports.

A Practical Approach to using Multivariate Analyses Using Multivariate Statistics, 6th edition provides advanced undergraduate as well as graduate students with a timely and comprehensive introduction to today's most commonly encountered statistical and multivariate techniques, while assuming only a limited knowledge of higher-level mathematics. This text's practical approach focuses on the benefits and limitations of applications of a technique to a data set - when, why, and how to do it. Learning Goals Upon completing this book, readers should be able to: Learn to conduct numerou.

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purchase. -- A Practical Approach to using Multivariate Analyses Using Multivariate Statistics, 6th edition provides advanced undergraduate as well as graduate students with a timely and comprehensive introduction to today's most commonly encountered statistical and multivariate techniques, while assuming only a limited knowledge of higher-level mathematics. This text's practical approach focuses on the benefits and limitations of applications of a technique to a data set -- when, why, and how to do it. Learning Goals Upon completing this book, readers should be able to: Learn to conduct numerous types of multivariate statistical analyses Find the best technique to use Understand Limitations to applications Learn how to use SPSS and SAS syntax and output Note: MySearchLab with eText does not come automatically packaged with this text. To purchase MySearchLab with eText, please visit [www.mysearchlab.com](http://www.mysearchlab.com) or you can purchase a ValuePack of the text + MySearchLab with eText (at no additional cost). ValuePack ISBN-10: 0205885667 / ValuePack ISBN-13: 9780205885664

The authors have cleverly used exercises and their solutions to explore the concepts of multivariate data analysis. Broken down into three sections, this book has been structured to allow students in economics and finance to work their way through a well formulated exploration of this core topic. The first part of this book is devoted to graphical techniques. The second deals with multivariate random variables and presents the derivation of estimators and tests for various practical situations. The final section contains a wide variety of exercises in applied multivariate data analysis.

This book brings the power of multivariate statistics to graduate-level practitioners, making these analytical methods accessible without lengthy mathematical derivations. Using the open source, shareware program R, Professor Zelterman demonstrates the process and outcomes for a wide array of multivariate statistical applications. Chapters cover graphical displays, linear algebra, univariate, bivariate and multivariate normal distributions, factor methods, linear regression, discrimination and classification, clustering, time series models, and additional methods. Zelterman uses practical examples from diverse disciplines to welcome readers from a variety of academic specialties. Those with backgrounds in statistics will learn new methods while they review more familiar topics. Chapters include exercises, real data sets, and R implementations. The data are interesting, real-world topics, particularly from health and biology-related contexts. As an example of the approach, the text examines a sample from the Behavior Risk Factor Surveillance System, discussing both the shortcomings of the data as well as useful analyses. The text avoids theoretical derivations beyond those needed to fully appreciate the methods. Prior experience with R is not necessary.

For advanced undergraduate and graduate courses in Social Statistics. An in-depth introduction to today's most commonly used statistical and multivariate techniques Using Multivariate Statistics, 7th Edition presents complex statistical procedures in a way that is maximally useful and accessible to researchers who may not be statisticians. The authors focus on the benefits and limitations of applying a technique to a data set - when, why, and how to do it. Only a limited knowledge of higher-level mathematics is assumed. Students using this text will learn to conduct numerous types of multivariate statistical analyses; find the best technique to use; understand limitations to applications; and learn how to use SPSS and SAS syntax and output. 0134790545 / 9780134790541 Using Multivariate Statistics, 7/e

STATISTICAL METHODS FOR PSYCHOLOGY surveys the statistical techniques commonly used in the behavioral and social sciences, particularly psychology and education. To help students gain a better understanding of the specific statistical hypothesis tests that are covered throughout the text, author David Howell emphasizes conceptual understanding. This Eighth Edition continues to focus students on two key themes that are the cornerstones of this book's success: the importance of looking at the data before beginning a hypothesis test, and the importance of knowing the relationship between the statistical test in use and the theoretical questions being asked by the experiment. New and expanded topics--reflecting the evolving realm of statistical methods--include effect size, meta-analysis, and treatment of missing data. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

This author team is committed to making statistics a highlight for psychology students! Now, in a 5th edition, Statistics for Psychology, continues to be an accessible, current, and interesting approach to statistics. With each revision, the authors have maintain those things about the book that have been especially appreciated, while reworking the text to take into account the feedback, their our own experiences, and advances and changes in the field. The fifth edition of this popular text uses definitional formulas to emphasize concepts of statistics, rather than rote memorization. This approach constantly reminds students of the logic behind what they are learning, and each procedure is taught both verbally and numerically, which helps to emphasize the concepts. Thoroughly revised, with new content and many new practice examples, this text takes the reader from basic procedures through analysis of variance (ANOVA). While learning statistics, students also learn how to read and interpret current research. The majority of data sets collected by researchers in all disciplines are multivariate, meaning that several measurements, observations, or recordings are taken on each of the units in the data set. These units might be human subjects, archaeological artifacts, countries, or a vast variety of other things. In a few cases, it may be sensible to isolate each variable and study it separately, but in most instances all the variables need to be examined simultaneously in order to fully grasp the structure and key features of the data. For this purpose, one or another method of multivariate analysis might be helpful, and it is with such methods that this book is largely concerned. Multivariate analysis includes methods both for describing and exploring such data and for making formal inferences about them. The aim of all the techniques is, in general sense, to display or extract the signal in the data in the presence of noise and to find out what the data show us in the midst of their apparent chaos. An Introduction to Applied Multivariate Analysis with R explores the correct application of these methods so as to extract as much information as possible from the data at hand, particularly as some type of graphical representation, via the R software. Throughout the book, the authors give many examples of R code used to apply the multivariate techniques to multivariate data.

This text presents marketing research concepts in a highly applied and managerial way. This is the only Australian/New Zealand text which balances qualitative and quantitative aspects within its field. The text is organized into 6 parts. The first 5 parts are based on a 6 step framework for conducting market research. \*Part 1 covers the first 2 steps: problem definition and the nature and scope of research approaches to problems. \*Part 2 covers the third step of research design and describes in detail exploratory, descriptive and casual research designs. \*Part 3 covers the 4th step of field work in a practical and managerial orientated manner. \*Part 4 covers the 5th step: data preparation and analysis from basic to advanced techniques. The emphasis is on explaining procedures, interpreting results and analyzing managerial implications. \*Part 5 covers the 6th and final step: communicating the research by preparing and presenting a formal report. \*Part 6 is devoted to the complex processes of international market research.

This book was written for those who will be using, rather than developing, advanced statistical methods. It focuses on a conceptual understanding of the material rather than proving results. It is a graduate level textbook with abundant examples.

A Practical Approach to using Multivariate Analyses Using Multivariate Statistics, 6th edition provides advanced undergraduate as well as graduate students with a timely and comprehensive introduction to today's most commonly encountered statistical and multivariate techniques, while assuming only a limited knowledge of higher-level mathematics. This text's practical approach focuses on the benefits and limitations of applications of a technique to a data set -- when, why, and how to do it. Learning Goals Upon completing this book, readers should be able to: Learn to conduct numerous types of multivariate statistical analyses Find the best technique to use Understand Limitations to applications Learn how to use SPSS and SAS syntax and output

With an exciting new look, math diagnostic tool, and a research roadmap to navigate projects, this new edition of Andy Field's award-winning text offers a unique combination of humor and step-by-step

instruction to make learning statistics compelling and accessible to even the most anxious of students. The Fifth Edition takes students from initial theory to regression, factor analysis, and multilevel modeling, fully incorporating IBM SPSS Statistics® version 25 and fascinating examples throughout. SAGE edge offers a robust online environment featuring an impressive array of free tools and resources for review, study, and further exploration, keeping both instructors and students on the cutting edge of teaching and learning. Course cartridges available for Blackboard and Moodle. Learn more at [edge.sagepub.com/field5e](http://edge.sagepub.com/field5e) Stay Connected Connect with us on Facebook and share your experiences with Andy's texts, check out news, access free stuff, see photos, watch videos, learn about competitions, and much more. Video Links Go behind the scenes and learn more about the man behind the book at Andy's YouTube channel Andy Field is the award winning author of *An Adventure in Statistics: The Reality Enigma* and is the recipient of the UK National Teaching Fellowship (2010), British Psychological Society book award (2006), and has been recognized with local and national teaching awards (University of Sussex, 2015, 2016).

In 1969 the first edition of this book introduced the concepts of statistics and their medical application to readers with no formal training in this area. While retaining this basic aim, the authors have expanded the coverage in each subsequent edition to keep pace with the increasing use and sophistication of statistics in medical research. This fifth edition has undergone major restructuring, with some sections completely rewritten; it is now more logically organized and more user friendly (with the addition of 'summary boxes' throughout the text). It incorporates new statistical techniques and approaches that have made an appearance since the last edition. In addition, some chapters or chapter headings are specifically marked to signify material that is more difficult than the material in which it is embedded - such sections or chapters can be omitted at first reading. Several new chapters have been added. "Associations: Chance, Confounded and Causal?" explains without any formulae the concepts underlying confounding, confidence intervals and p values, and the interpretation of associations observed in research investigations. Another new chapter considers sample size calculations in some detail and provides, in addition to the relevant formulae, useful tables that should give the researcher an indication of the order of magnitude of the number of subjects he or she might require in different situations. Now in its 6th edition, the authoritative textbook *Applied Multivariate Statistics for the Social Sciences*, continues to provide advanced students with a practical and conceptual understanding of statistical procedures through examples and data-sets from actual research studies. With the added expertise of co-author Keenan Pituch (University of Texas-Austin), this 6th edition retains many key features of the previous editions, including its breadth and depth of coverage, a review chapter on matrix algebra, applied coverage of MANOVA, and emphasis on statistical power. In this new edition, the authors continue to provide practical guidelines for checking the data, assessing assumptions, interpreting, and reporting the results to help students analyze data from their own research confidently and professionally. Features new to this edition include: NEW chapter on Logistic Regression (Ch. 11) that helps readers understand and use this very flexible and widely used procedure NEW chapter on Multivariate Multilevel Modeling (Ch. 14) that helps readers understand the benefits of this "newer" procedure and how it can be used in conventional and multilevel settings NEW Example Results Section write-ups that illustrate how results should be presented in research papers and journal articles NEW coverage of missing data (Ch. 1) to help students understand and address problems associated with incomplete data Completely re-written chapters on Exploratory Factor Analysis (Ch. 9), Hierarchical Linear Modeling (Ch. 13), and Structural Equation Modeling (Ch. 16) with increased focus on understanding models and interpreting results NEW analysis summaries, inclusion of more syntax explanations, and reduction in the number of SPSS/SAS dialogue boxes to guide students through data analysis in a more streamlined and direct approach Updated syntax to reflect newest versions of IBM SPSS (21) /SAS (9.3) A free online resources site at [www.routledge.com/9780415836661](http://www.routledge.com/9780415836661) with data sets and syntax from the text, additional data sets, and instructor's resources (including PowerPoint lecture slides for select chapters, a conversion guide for 5th edition adopters, and answers to exercises). Ideal for advanced graduate-level courses in education, psychology, and other social sciences in which multivariate statistics, advanced statistics, or quantitative techniques courses are taught, this book also appeals to practicing researchers as a valuable reference. Pre-requisites include a course on factorial ANOVA and covariance; however, a working knowledge of matrix algebra is not assumed.

Rebecca M. Warner's *Applied Statistics: From Bivariate Through Multivariate Techniques, Second Edition* provides a clear introduction to widely used topics in bivariate and multivariate statistics, including multiple regression, discriminant analysis, MANOVA, factor analysis, and binary logistic regression. The approach is applied and does not require formal mathematics; equations are accompanied by verbal explanations. Students are asked to think about the meaning of equations. Each chapter presents a complete empirical research example to illustrate the application of a specific method. Although SPSS examples are used throughout the book, the conceptual material will be helpful for users of different programs. Each chapter has a glossary and comprehension questions.

*An Introduction to Statistical Learning* provides an accessible overview of the field of statistical learning, an essential toolset for making sense of the vast and complex data sets that have emerged in fields ranging from biology to finance to marketing to astrophysics in the past twenty years. This book presents some of the most important modeling and prediction techniques, along with relevant applications. Topics include linear regression, classification, resampling methods, shrinkage approaches, tree-based methods, support vector machines, clustering, and more. Color graphics and real-world examples are used to illustrate the methods presented. Since the goal of this textbook is to facilitate the use of these statistical learning techniques by practitioners in science, industry, and other fields, each chapter contains a tutorial on implementing the analyses and methods presented in R, an extremely popular open source statistical software platform. Two of the authors co-wrote *The Elements of Statistical Learning* (Hastie, Tibshirani and Friedman, 2nd edition 2009), a popular reference book for statistics and machine learning researchers. *An Introduction to Statistical Learning* covers many of the same topics, but at a level accessible to a much broader audience. This book is targeted at statisticians and non-statisticians alike who wish to use cutting-edge statistical learning techniques to analyze their data. The text assumes only a previous course in linear regression and no knowledge of matrix algebra.

For courses in Multivariate Statistics, Marketing Research, Intermediate Business Statistics, Statistics in Education, and graduate-level courses in Experimental Design and Statistics. Appropriate for experimental scientists in a variety of disciplines, this market-leading text offers a readable introduction to the statistical analysis of multivariate observations. Its primary goal is to impart the knowledge necessary to make proper interpretations and select appropriate techniques for analysing multivariate data. Ideal for a junior/senior or graduate level course that explores the statistical methods for describing and analysing multivariate data, the text assumes two or more statistics courses as a prerequisite. The full text downloaded to your computer With eBooks you can: search for key concepts, words and phrases make highlights and notes as you study share your notes with friends eBooks are downloaded to your computer and accessible either offline through the Bookshelf (available as a free download), available online and also via the iPad and Android apps. Upon purchase, you'll gain instant access to this eBook. Time limit The eBooks products do not have an expiry date. You will continue to access your digital ebook products whilst you have your Bookshelf installed.

*A Practical Approach to using Multivariate Analyses Using Multivariate Statistics, 6th edition* provides advanced undergraduate as well as graduate students with a timely and comprehensive introduction to today's most commonly encountered statistical and multivariate techniques, while assuming only a limited knowledge of higher-level mathematics.

Designed to help students analyze and interpret research data using IBM SPSS, this user-friendly book, written in easy-to-understand language, shows readers how to choose the appropriate statistic based on the design, and to interpret outputs appropriately. The authors prepare readers for all of the steps in the research process: design, entering and checking data, testing assumptions, assessing reliability and

validity, computing descriptive and inferential parametric and nonparametric statistics, and writing about outputs. Dialog windows and SPSS syntax, along with the output, are provided. Three realistic data sets, available on the Internet, are used to solve the chapter problems. The new edition features: Updated to IBM SPSS version 20 but the book can also be used with older and newer versions of SPSS. A new chapter (7) including an introduction to Cronbach's alpha and factor analysis. Updated Web Resources with PowerPoint slides, additional activities/suggestions, and the answers to even-numbered interpretation questions for the instructors, and chapter study guides and outlines and extra SPSS problems for the students. The web resource is located [www.routledge.com/9781848729827](http://www.routledge.com/9781848729827). Students, instructors, and individual purchasers can access the data files to accompany the book at [www.routledge.com/9781848729827](http://www.routledge.com/9781848729827). IBM SPSS for Introductory Statistics, Fifth Edition provides helpful teaching tools: All of the key IBM SPSS windows needed to perform the analyses. Complete outputs with call-out boxes to highlight key points. Flowcharts and tables to help select appropriate statistics and interpret effect sizes. Interpretation sections and questions help students better understand and interpret the output. Assignments organized the way students proceed when they conduct a research project. Examples of how to write about outputs and make tables in APA format. Helpful appendices on how to get started with SPSS and write research questions. An ideal supplement for courses in either statistics, research methods, or any course in which SPSS is used, such as in departments of psychology, education, and other social and health sciences. This book is also appreciated by researchers interested in using SPSS for their data analysis.

#### Using Multivariate Statistics

This title provides advanced undergraduate as well as graduate students with a timely and comprehensive introduction to today's most commonly encountered statistical and multivariate techniques, while assuming only a limited knowledge of higher-level mathematics.

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. For graduate and upper-level undergraduate marketing research courses. For over 30 years, Multivariate Data Analysis has provided readers 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 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.

This book provides hands-on tutorials with just the right amount of conceptual and motivational material to illustrate how to use the intuitive interface for data analysis in JMP. Each chapter features concept-specific tutorials, examples, brief reviews of concepts, step-by-step illustrations, and exercises. Updated for JMP 13, JMP Start Statistics, Sixth Edition includes many new features, including: The redesigned Formula Editor. New and improved ways to create formulas in JMP directly from the data table or dialogs. Interface updates, including improved menu layout. Updates and enhancements in many analysis platforms. New ways to get data into JMP and to save and share JMP results. Many new features that make it easier to use JMP.

Amstat News asked three review editors to rate their top five favorite books in the September 2003 issue. Methods of Multivariate Analysis was among those chosen. When measuring several variables on a complex experimental unit, it is often necessary to analyze the variables simultaneously, rather than isolate them and consider them individually. Multivariate analysis enables researchers to explore the joint performance of such variables and to determine the effect of each variable in the presence of the others. The Second Edition of Alvin Rencher's Methods of Multivariate Analysis provides students of all statistical backgrounds with both the fundamental and more sophisticated skills necessary to master the discipline. To illustrate multivariate applications, the author provides examples and exercises based on fifty-nine real data sets from a wide variety of scientific fields. Rencher takes a "methods" approach to his subject, with an emphasis on how students and practitioners can employ multivariate analysis in real-life situations. The Second Edition contains revised and updated chapters from the critically acclaimed First Edition as well as brand-new chapters on: Cluster analysis Multidimensional scaling Correspondence analysis Biplots Each chapter contains exercises, with corresponding answers and hints in the appendix, providing students the opportunity to test and extend their understanding of the subject. Methods of Multivariate Analysis provides an authoritative reference for statistics students as well as for practicing scientists and clinicians. Ideal for non-math majors, Advanced and Multivariate Statistical Methods teaches students to interpret, present, and write up results for each statistical technique without overemphasizing advanced math. This highly applied approach covers the why, what, when and how of advanced and multivariate statistics in a way that is neither too technical nor too mathematical. Students also learn how to compute each technique using SPSS software. New to the Sixth Edition Instructor ancillaries are now available with the sixth edition. All SPSS directions and screenshots have been updated to Version 23 of the software. Student learning objectives have been added as a means for students to target their learning and for instructors to focus their instruction. Key words are reviewed and reinforced in the end of chapter material to ensure that students understand the vocabulary of advanced and multivariate statistics.

This is the sixth edition of a popular textbook on multivariate analysis. Well-regarded for its practical and accessible approach, with excellent examples and good guidance on computing, the book is particularly popular for teaching outside statistics, i.e. in epidemiology, social science, business, etc. The sixth edition has been updated with a new chapter on data visualization, a distinction made between exploratory and confirmatory analyses and a new section on generalized estimating equations and many new updates throughout. This new edition will enable the book to continue as one of the leading textbooks in the area, particularly for non-statisticians. Key Features: Provides a comprehensive, practical and accessible introduction to multivariate analysis. Keeps mathematical details to a minimum, so particularly geared toward a non-statistical audience. Includes lots of detailed worked examples, guidance on computing, and exercises. Updated with a new chapter on data visualization.

This textbook will familiarize students in economics and business, as well as practitioners, with the basic principles, techniques, and applications of applied statistics, statistical

testing, and multivariate data analysis. Drawing on practical examples from the business world, it demonstrates the methods of univariate, bivariate, and multivariate statistical analysis. The textbook covers a range of topics, from data collection and scaling to the presentation and simple univariate analysis of quantitative data, while also providing advanced analytical procedures for assessing multivariate relationships. Accordingly, it addresses all topics typically covered in university courses on statistics and advanced applied data analysis. In addition, it does not limit itself to presenting applied methods, but also discusses the related use of Excel, SPSS, and Stata.

This new, thoroughly updated edition of the hugely popular 'SPSS for Psychologists' includes revisions throughout - in line with the latest version of IBM SPSS software - as well as a whole new section on syntax. A new companion website features questions and further resources to help students and teachers get the most out of SPSS and the book.

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