

Primer On Partial Least Squares Structural

The main methods, techniques and issues for carrying out multilevel modeling and analysis are covered in this book. The book is an applied introduction to the topic, providing a clear conceptual understanding of the issues involved in multilevel analysis and will be a useful reference tool. Information on designing multilevel studies, sampling, testing and model specification and interpretation of models is provided. A comprehensive guide to the software available is included. Multilevel Analysis is the ideal guide for researchers and applied statisticians in the social sciences, including education, but will also interest researchers in economics, and biological, medical and health disciplines.

Partial least squares is a new approach in structural equation modeling that can pay dividends when theory is scarce, correct model specifications are uncertain, and predictive accuracy is paramount. Marketers can use PLS to build models that measure latent variables such as socioeconomic status, perceived quality, satisfaction, brand attitude, buying intention, and customer loyalty. When applied correctly, PLS can be a great alternative to existing covariance-based SEM approaches. Dr. Ken Kwong-Kay Wong wrote this reference guide with graduate students and marketing practitioners in mind. Coupled with business examples and downloadable datasets for practice, the guide includes step-by-step guidelines for advanced PLS-SEM procedures in SmartPLS, including: CTA-PLS, FIMIX-PLS, GoF (SRMR, dULS, and dG), HCM, HTMT, IPMA, MICOM, PLS-MGA, PLS-POS, PLSc, and QEM. Filled with useful illustrations to facilitate understanding, you'll find this guide a go-to tool when conducting marketing research. "This book provides all the essentials in comprehending, assimilating, applying and explicitly presenting sophisticated structured models in the most simplistic manner for a plethora of Business and Non-Business disciplines." — Professor Siva Muthaly, Dean of Faculty of Business and Management at APU.

New Perspectives in Partial Least Squares and Related Methods shares original, peer-reviewed research from presentations during the 2012 partial least squares methods meeting (PLS 2012). This was the 7th meeting in the series of PLS conferences and the first to take place in the USA. PLS is an abbreviation for Partial Least Squares and is also sometimes expanded as projection to latent structures. This is an approach for modeling relations between data matrices of different types of variables measured on the same set of objects. The twenty-two papers in this volume, which include three invited contributions from our keynote speakers, provide a comprehensive overview of the current state of the most advanced research related to PLS and related methods. Prominent scientists from around the world took part in PLS 2012 and their contributions covered the multiple dimensions of the partial least squares-based methods. These exciting theoretical developments ranged from partial least squares regression and correlation, component based path modeling to regularized regression and subspace visualization. In following the tradition of the six previous PLS meetings, these contributions also included a large variety of PLS approaches such as PLS metamodels, variable selection, sparse PLS regression, distance based PLS, significance vs. reliability, and non-linear PLS. Finally, these contributions applied PLS methods to data originating from the traditional econometric/economic data to genomics data, brain images, information systems, epidemiology, and chemical spectroscopy. Such a broad and comprehensive volume will also encourage new uses of PLS models in work by researchers and students in many fields.

A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) SAGE Publications

Whilst most teachers are skilled in providing opportunities for the progression of children's learning, it is often without fully understanding the theory behind it. With greater insight into what is currently known about the processes of learning and about individual learning preferences, teachers are better equipped to provide effective experiences and situations which are more likely to lead to lasting attainment. Now fully updated, *Ways of Learning* seeks to provide an understanding of the ways in which learning takes place, which teachers can make use of in their planning and teaching, including: An overview of learning Behaviourism and the beginning of theory Cognitive and constructivist learning Multiple intelligences Learning styles Difficulties with learning The influence of neuro-psychology Relating theory to practice The third edition of this book includes developments in areas covered in the first and second editions, as well as expanding on certain topics to bring about a wider perspective; most noticeably a newly updated and fully expanded chapter on the influence of neuro-educational research. The book also reflects changes in government policy and is closely related to new developments in practice. Written for trainee teachers, serving teachers, and others interested in learning for various reasons, *Ways of Learning* serves as a valuable introduction for students setting out on higher degree work who are in need of an introduction to the topic.

This book constitutes the thoroughly refereed post-proceedings of the PASCAL (pattern analysis, statistical modelling and computational learning) Statistical and Optimization Perspectives Workshop on Subspace, Latent Structure and Feature Selection techniques, SLSFS 2005. The 9 revised full papers presented together with 5 invited papers reflect the key approaches that have been developed for subspace identification and feature selection using dimension reduction techniques, subspace methods, random projection methods, among others.

A comprehensive introduction to the tools, techniques and applications of convex optimization.

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.

Partial least squares structural equation modeling (PLS-SEM) has become a standard approach for analyzing complex inter-relationships between observed and latent variables. Researchers appreciate the many advantages of PLS-SEM such as the possibility to estimate very complex models and the method's flexibility in terms of data requirements and measurement specification. This practical open access guide provides a step-by-step treatment of the major choices in analyzing PLS path models using R, a free software environment for statistical computing, which runs on Windows, macOS, and UNIX computer platforms. Adopting the R software's SEMinR package, which brings a friendly syntax to creating and estimating structural equation models, each chapter offers a concise overview of relevant topics and metrics, followed by an in-depth description of a case study. Simple instructions give readers the "how-tos" of using SEMinR to obtain solutions and document their results. Rules of thumb in every chapter provide guidance on best practices in the application and interpretation of PLS-SEM.

The fun and easy way to get down to business with statistics Stymied by statistics? No fear? this friendly guide offers clear, practical explanations of statistical ideas, techniques, formulas, and calculations, with lots of examples that show you how these concepts apply to your everyday life. *Statistics For Dummies* shows you how to interpret and critique graphs and charts, determine the odds with probability, guesstimate with confidence using confidence intervals, set up and carry out a hypothesis test, compute statistical formulas, and more. Tracks to a typical first

semester statistics course Updated examples resonate with today's students Explanations mirror teaching methods and classroom protocol Packed with practical advice and real-world problems, *Statistics For Dummies* gives you everything you need to analyze and interpret data for improved classroom or on-the-job performance.

Created through a "student-tested, faculty-approved" review process with feedback from students and faculty, *MKTG 2010, Student Edition*, is an engaging and accessible solution to accommodate the diverse lifestyles of today's learners.

Modern analysis of HEP data needs advanced statistical tools to separate signal from background. This is the first book which focuses on machine learning techniques. It will be of interest to almost every high energy physicist, and, due to its coverage, suitable for students.

Managers increasingly must make decisions based on almost unlimited information. How can they navigate and organize this vast amount of data? *Essentials of Business Research Methods* provides research techniques for people who aren't data analysts. The authors offer a straightforward, hands-on approach to the vital managerial process of gathering and using data to make clear business decisions. They include such critical topics as the increasing role of online research, ethical issues, data mining, customer relationship management, and how to conduct information-gathering activities more effectively in a rapidly changing business environment. This is the only such book that includes a chapter on qualitative data analysis, and the coverage of quantitative data analysis is more extensive and much easier to understand than in other works. The book features a realistic continuing case throughout the text that enables students to see how business research information is used in the real world. It includes applied research examples in all chapters, as well as Ethical Dilemma mini - cases, and interactive Internet applications and exercises.

This edited book presents the recent developments in partial least squares-path modeling (PLS-PM) and provides a comprehensive overview of the current state of the most advanced research related to PLS-PM. The first section of this book emphasizes the basic concepts and extensions of the PLS-PM method. The second section discusses the methodological issues that are the focus of the recent development of the PLS-PM method. The third part discusses the real world application of the PLS-PM method in various disciplines. The contributions from expert authors in the field of PLS focus on topics such as the factor-based PLS-PM, the perfect match between a model and a mode, quantile composite-based path modeling (QC-PM), ordinal consistent partial least squares (OrdPLSc), non-symmetrical composite-based path modeling (NSCPM), modern view for mediation analysis in PLS-PM, a multi-method approach for identifying and treating unobserved heterogeneity, multigroup analysis (PLS-MGA), the assessment of the common method bias, non-metric PLS with categorical indicators, evaluation of the efficiency and accuracy of model misspecification and bootstrap parameter recovery in PLS-PM, CB-SEM, and the Bollen-Stine methods and importance-performance map analysis (IPMA) for nonlinear relationships. This book will be useful for researchers and practitioners interested in the latest advances in PLS-PM as well as master and Ph.D. students in a variety of disciplines using the PLS-PM method for their projects.

The fundamental mathematical tools needed to understand machine learning include linear algebra, analytic geometry, matrix decompositions, vector calculus, optimization, probability and statistics. These topics are traditionally taught in disparate courses, making it hard for data science or computer science students, or professionals, to efficiently learn the mathematics. This self-contained textbook bridges the gap between mathematical and machine learning texts, introducing the mathematical concepts with a minimum of prerequisites. It uses these concepts to derive four central machine learning methods: linear regression, principal component analysis, Gaussian mixture models and support vector machines. For students and others with a mathematical background, these derivations provide a starting point to machine learning texts. For those learning the mathematics for the first time, the methods help build intuition and practical experience with applying mathematical concepts. Every chapter includes worked examples and exercises to test understanding. Programming tutorials are offered on the book's web site.

The aim of this book is to provide basic guideline about Structural Equation Modeling (SEM) using SmartPLS. The first chapter presents a discussion on selection of CB-SEM or PLS-SEM and also provides rule of thumb in selecting CB-SEM and PLS-SEM. Next to this measurement model is discussed in detailed. Four steps of measurement model are discussed namely Internal Consistency Reliability, Indicator Reliability, Convergent Validity and assessment of Discriminant Validity. Chapter 6 presents academic interpretation of measurement model. Moving further, Chapter 7 is started from structural model significance and depicted graphical presentation of structural equation model assessment. In structural model assessment five main steps are discussed namely Collinearity, assessing Significance of hypothesised relationships, Coefficient of determination, Effect size analysis and predictive relevance. Chapter 12 presents rule of thumb for the assessment of structural model and academic interpretation of structural model. Finally, Chapter 13 presents a post-hoc analysis IPMA with graphical and academic interpretation.

The Third Edition of *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* guides readers through learning and mastering the techniques of this approach. The authors use their teaching experience to communicate the fundamentals of PLS-SEM with limited emphasis on equations and symbols, relying on straightforward language instead.

This compact reference surveys the full range of available structural equation modeling (SEM) methodologies. It reviews applications in a broad range of disciplines, particularly in the social sciences where many key concepts are not directly observable. This is the first book to present SEM's development in its proper historical context—essential to understanding the application, strengths and weaknesses of each particular method. This book also surveys the emerging path and network approaches that complement and enhance SEM, and that will grow importance in the near future. SEM's ability to accommodate unobservable theory constructs through latent variables is of significant importance to social scientists. Latent variable theory and application are comprehensively explained and methods are presented for extending their power, including guidelines for data preparation, sample size calculation and the special treatment of Likert scale data. Tables of software, methodologies and fit statistics provide a concise reference for any research program, helping assure that its conclusions are defensible and publishable.

A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) by Joseph F. Hair, Jr., G. Tomas M. Hult, Christian Ringle, and Marko Sarstedt is a practical guide that provides concise instructions on how to use partial least squares structural equation modeling (PLS-SEM), an evolving statistical technique, to conduct research and obtain solutions. Featuring the

latest research, new examples using the SmartPLS software, and expanded discussions throughout, the Second Edition is designed to be easily understood by those with limited statistical and mathematical training who want to pursue research opportunities in new ways.

This book pulls together robust practices in Partial Least Squares Structural Equation Modeling (PLS-SEM) from other disciplines and shows how they can be used in the area of Banking and Finance. In terms of empirical analysis techniques, Banking and Finance is a conservative discipline. As such, this book will raise awareness of the potential of PLS-SEM for application in various contexts. PLS-SEM is a non-parametric approach designed to maximize explained variance in latent constructs. Latent constructs are directly unobservable phenomena such as customer service quality and managerial competence. Explained variance refers to the extent we can predict, say, customer service quality, by examining other theoretically related latent constructs such as conduct of staff and communication skills. Examples of latent constructs at the microeconomic level include customer service quality, managerial effectiveness, perception of market leadership, etc.; macroeconomic-level latent constructs would be found in contagion of systemic risk from one financial sector to another, herd behavior among fund managers, risk tolerance in financial markets, etc. Behavioral Finance is bound to provide a wealth of opportunities for applying PLS-SEM. The book is designed to expose robust processes in application of PLS-SEM, including use of various software packages and codes, including R. PLS-SEM is already a popular tool in marketing and management information systems used to explain latent constructs. Until now, PLS-SEM has not enjoyed a wide acceptance in Banking and Finance. Based on recent research developments, this book represents the first collection of PLS-SEM applications in Banking and Finance. This book will serve as a reference book for those researchers keen on adopting PLS-SEM to explain latent constructs in Banking and Finance. Developed by the authors, generalized structured component analysis is an alternative to two longstanding approaches to structural equation modeling: covariance structure analysis and partial least squares path modeling. Generalized structured component analysis allows researchers to evaluate the adequacy of a model as a whole, compare a model to alternative specifications, and conduct complex analyses in a straightforward manner. Generalized Structured Component Analysis: A Component-Based Approach to Structural Equation Modeling provides a detailed account of this novel statistical methodology and its various extensions. The authors present the theoretical underpinnings of generalized structured component analysis and demonstrate how it can be applied to various empirical examples. The book enables quantitative methodologists, applied researchers, and practitioners to grasp the basic concepts behind this new approach and apply it to their own research. The book emphasizes conceptual discussions throughout while relegating more technical intricacies to the chapter appendices. Most chapters compare generalized structured component analysis to partial least squares path modeling to show how the two component-based approaches differ when addressing an identical issue. The authors also offer a free, online software program (GeSCA) and an Excel-based software program (XLSTAT) for implementing the basic features of generalized structured component analysis.

Partial least squares structural equation modelling (PLS-SEM) is becoming a popular statistical framework in many fields and disciplines of the social sciences. The main reason for this popularity is that PLS-SEM can be used to estimate models including latent variables, observed variables, or a combination of these. The popularity of PLS-SEM is predicted to increase even more as a result of the development of new and more robust estimation approaches, such as consistent PLS-SEM. The traditional and modern estimation methods for PLS-SEM are now readily facilitated by both open-source and commercial software packages. This book presents PLS-SEM as a useful practical statistical toolbox that can be used for estimating many different types of research models. In so doing, the authors provide the necessary technical prerequisites and theoretical treatment of various aspects of PLS-SEM prior to practical applications. What makes the book unique is the fact that it thoroughly explains and extensively uses comprehensive Stata (plsem) and R (cSEM and plsrm) packages for carrying out PLS-SEM analysis. The book aims to help the reader understand the mechanics behind PLS-SEM as well as performing it for publication purposes. Features: Intuitive and technical explanations of PLS-SEM methods Complete explanations of Stata and R packages Lots of example applications of the methodology Detailed interpretation of software output Reporting of a PLS-SEM study Github repository for supplementary book material The book is primarily aimed at researchers and graduate students from statistics, social science, psychology, and other disciplines. Technical details have been moved from the main body of the text into appendices, but it would be useful if the reader has a solid background in linear regression analysis.

Addresses the impact on international marketing of major trends in the external and internal environment of the firm: technology-enabled international marketing research, global account management, procurement and international supplier networks, internationalization of small and entrepreneurial firms, and outsourcing and offshoring.

A Mathematical Primer for Social Statistics, Second Edition presents mathematics central to learning and understanding statistical methods beyond the introductory level: the basic "language" of matrices and linear algebra and its visual representation, vector geometry; differential and integral calculus; probability theory; common probability distributions; statistical estimation and inference, including likelihood-based and Bayesian methods. The volume concludes by applying mathematical concepts and operations to a familiar case, linear least-squares regression. The Second Edition pays more attention to visualization, including the elliptical geometry of quadratic forms and its application to statistics. It also covers some new topics, such as an introduction to Markov-Chain Monte Carlo methods, which are important in modern Bayesian statistics. A companion website includes materials that enable readers to use the R statistical computing environment to reproduce and explore computations and visualizations presented in the text. The book is an excellent companion to a "math camp" or a course designed to provide foundational mathematics needed to understand relatively advanced statistical methods.

Partial Least Squares (PLS) is an estimation method and an algorithm for latent variable path (LVP) models. PLS is a component technique and estimates the latent variables as weighted aggregates. The implications of this choice are considered and compared to covariance structure techniques like LISREL, COSAN and EQS. The properties of special cases of PLS (regression, factor scores, structural equations, principal components, canonical correlation, hierarchical components, correspondence analysis, three-mode path and component analysis) are examined step by step and contribute to the understanding of the general PLS technique. The proof of the convergence of the PLS algorithm is extended beyond two-block models. Some 10 computer programs and 100 applications of PLS are referenced. The book gives the statistical underpinning for the computer programs PLS 1.8, which is in use in some 100 university computer centers, and for PLS/PC. It is intended to be the background reference for the users of PLS 1.8, not as textbook or program manual.

This handbook provides a comprehensive overview of Partial Least Squares (PLS) methods with specific reference to their use in marketing and with a discussion of the directions of current research and perspectives. It covers the broad area of PLS methods, from regression to structural equation modeling applications, software and interpretation of results. The handbook serves both as an introduction for those without prior knowledge of PLS and as a comprehensive reference for researchers and practitioners interested in the most recent advances in PLS methodology.

Written as an extension of *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) Second Edition*, this easy-to-understand, practical guide covers advanced content on PLS-SEM to help students and researchers apply techniques to research problems and accurately interpret results. The book provides a brief overview of basic concepts before moving to the more advanced material. Offering extensive examples on SmartPLS 3 software (www.smartpls.com) and accompanied by free downloadable data sets, the book emphasizes that any advanced PLS-SEM approach should be carefully applied to ensure that it fits the appropriate research context and the data characteristics that underpin the research.

The book serves as a first introduction to computer programming of scientific applications, using the high-level Python language. The exposition is example and problem-oriented, where the applications are taken from mathematics, numerical calculus, statistics, physics, biology and finance. The book teaches "Matlab-style" and procedural programming as well as object-oriented programming. High school mathematics is a required background and it is advantageous to study classical and numerical one-variable calculus in parallel with reading this book. Besides learning how to program computers, the reader will also learn how to solve mathematical problems, arising in various branches of science and engineering, with the aid of numerical methods and programming. By blending programming, mathematics and scientific applications, the book lays a solid foundation for practicing computational science. From the reviews: Langtangen ... does an excellent job of introducing programming as a set of skills in problem solving. He guides the reader into thinking properly about producing program logic and data structures for modeling real-world problems using objects and functions and embracing the object-oriented paradigm. ... Summing Up: Highly recommended. F. H. Wild III, *Choice*, Vol. 47 (8), April 2010 Those of us who have learned scientific programming in Python 'on the streets' could be a little jealous of students who have the opportunity to take a course out of Langtangen's Primer." John D. Cook, *The Mathematical Association of America*, September 2011 This book goes through Python in particular, and programming in general, via tasks that scientists will likely perform. It contains valuable information for students new to scientific computing and would be the perfect bridge between an introduction to programming and an advanced course on numerical methods or computational science. Alex Small, *IEEE, CiSE* Vol. 14 (2), March /April 2012 "This fourth edition is a wonderful, inclusive textbook that covers pretty much everything one needs to know to go from zero to fairly sophisticated scientific programming in Python..." Joan Horvath, *Computing Reviews*, March 2015

This book presents powerful tools for integrating interrelated composites--such as capabilities, policies, treatments, indices, and systems--into structural equation modeling (SEM). Jörg Henseler introduces the types of research questions that can be addressed with composite-based SEM and explores the differences between composite- and factor-based SEM, variance- and covariance-based SEM, and emergent and latent variables. Using rich illustrations and walked-through data sets, the book covers how to specify, identify, estimate, and assess composite models using partial least squares path modeling, maximum likelihood, and other estimators, as well as how to interpret findings and report the results. Advanced topics include confirmatory composite analysis, mediation analysis, second-order constructs, interaction effects, and importance-performance analysis. Most chapters conclude with software tutorials for ADANCO and the R package cSEM. The companion website includes data files and syntax for the book's examples, along with presentation slides.

With applications using SmartPLS (www.smartpls.com)—the primary software used in partial least squares structural equation modeling (PLS-SEM)—this practical guide provides concise instructions on how to use this evolving statistical technique to conduct research and obtain solutions. Featuring the latest research, new examples, and expanded discussions throughout, the Second Edition is designed to be easily understood by those with limited statistical and mathematical training who want to pursue research opportunities in new ways. Please note that all examples in this Second Edition use SmartPLS 3. To access this software, please visit this link.

"Presenting topics in the form of questions and answers, this popular supplemental text offers a brief introduction on multiple regression on a conceptual level. Author Paul D. Allison answers the most essential questions (such as how to read and interpret multiple regression tables and how to critique multiple regression results) in the early chapters, and then tackles the less important ones (for instance, those arising from multicollinearity) in the later chapters."--Pub. desc.

Written as an extension of *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) Second Edition*, this easy-to-understand, practical guide covers advanced content on PLS-SEM to help students and researchers apply techniques to research problems and accurately interpret results. Authors Joseph F. Hair, Jr., Marko Sarstedt, Christian Ringle, and Siegfried P. Gudergan provide a brief overview of basic concepts before moving to the more advanced material. Offering extensive examples on SmartPLS 3 software and accompanied by free downloadable data sets, the book emphasizes that any advanced PLS-SEM approach should be carefully applied to ensure that it fits the appropriate research context and the data characteristics that underpin the research.

The first edition of *Geometric Morphometrics for Biologists* has been the primary resource for teaching modern geometric methods of shape analysis to biologists who have a stronger background in biology than in multivariate statistics and matrix algebra. These geometric methods are appealing to biologists who approach the study of shape from a variety of perspectives, from clinical to evolutionary, because they incorporate the geometry of organisms throughout the data analysis. The second edition of this book retains the emphasis on accessible explanations, and the copious illustrations and examples of the first, updating the treatment of both theory and practice. The second edition represents the current state-of-the-art and adds new examples and summarizes recent literature, as well as provides an overview of new software and step-by-step guidance through details of carrying out the analyses. Contains updated coverage of methods, especially for sampling complex curves and 3D forms and a new chapter on applications of geometric morphometrics to forensics Offers a reorganization of chapters to streamline learning basic concepts Presents detailed instructions for conducting analyses with freely available, easy to use software Provides numerous illustrations, including graphical presentations of important theoretical concepts and demonstrations of alternative approaches to presenting results

The purpose of this book is twofold. First, this book is an attempt to map the state of quantitative research in Asian tourism and hospitality context and provide a detailed description of the design, implementation, application, and challenges of quantitative methods in tourism in Asia. Second, this book aims to contribute to the tourism literature by discussing the past, current and future quantitative data analysis methods. The book offers new insights into well-established research techniques such as regression analysis, but goes beyond first generation data analysis techniques to introduce methods seldom – if ever – used in tourism and hospitality research. In addition to investigating existing and novel research techniques, the book suggests areas for future studies. In order to achieve its objectives the analysis is split into three main sections: understanding the tourism industry in Asia; the current status of quantitative data analysis; and future directions for Asian tourism research.

Ten chapters discuss key aspects of advanced PLS analysis and its practical applications, covering new guidelines and improvements in the use of PLS-PM as well as various individual topics.

This commemorative volume honors the contributions of Prof. Joseph F. Hair, Jr., who through his writings, leadership and mentoring has had a profound influence on marketing and other fields of business research. He is widely known for sidestepping mathematically complex ways of teaching statistical approaches with an eye toward making the tools accessible to the average behavioral researcher. Joe is also a bona fide researcher whose work has had a massive impact on marketing and business research in general. The book provides revealing insights on his works and acknowledges his role as an outstanding teacher and mentor who has shaped generations of researchers.

A groundbreaking introduction to vectors, matrices, and least squares for engineering applications, offering a wealth of practical examples.

Two top business professors offer up the only negotiation book you'll ever need Do you know what you want? How can you make sure you get it? Or rather, how can you convince others to give it to you? Almost every interaction involves negotiation, yet we often miss the cues that would allow us to make the most of these exchanges. In *Getting (More of) What You Want*, Margaret Neale and Thomas Lys draw on the latest advances in psychology and behavioral economics to provide new strategies for negotiation that take into account people's irrational biases as well as their rational behaviors. Whether you're shopping for a car, lobbying for a raise, or simply haggling over who takes out the trash, *Getting (More of) What You Want* shows how negotiations regularly leave significant value on the table-and how you can claim it.

In this handbook, internationally renowned scholars outline the current state-of-the-art of quantitative and qualitative market research. They discuss focal approaches to market research and guide students and practitioners in their real-life applications. Aspects covered include topics on data-related issues, methods, and applications. Data-related topics comprise chapters on experimental design, survey research methods, international market research, panel data fusion, and endogeneity. Method-oriented chapters look at a wide variety of data analysis methods relevant for market research, including chapters on regression, structural equation modeling (SEM), conjoint analysis, and text analysis. Application chapters focus on specific topics relevant for market research such as customer satisfaction, customer retention modeling, return on marketing, and return on price promotions. Each chapter is written by an expert in the field. The presentation of the material seeks to improve the intuitive and technical understanding of the methods covered.

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