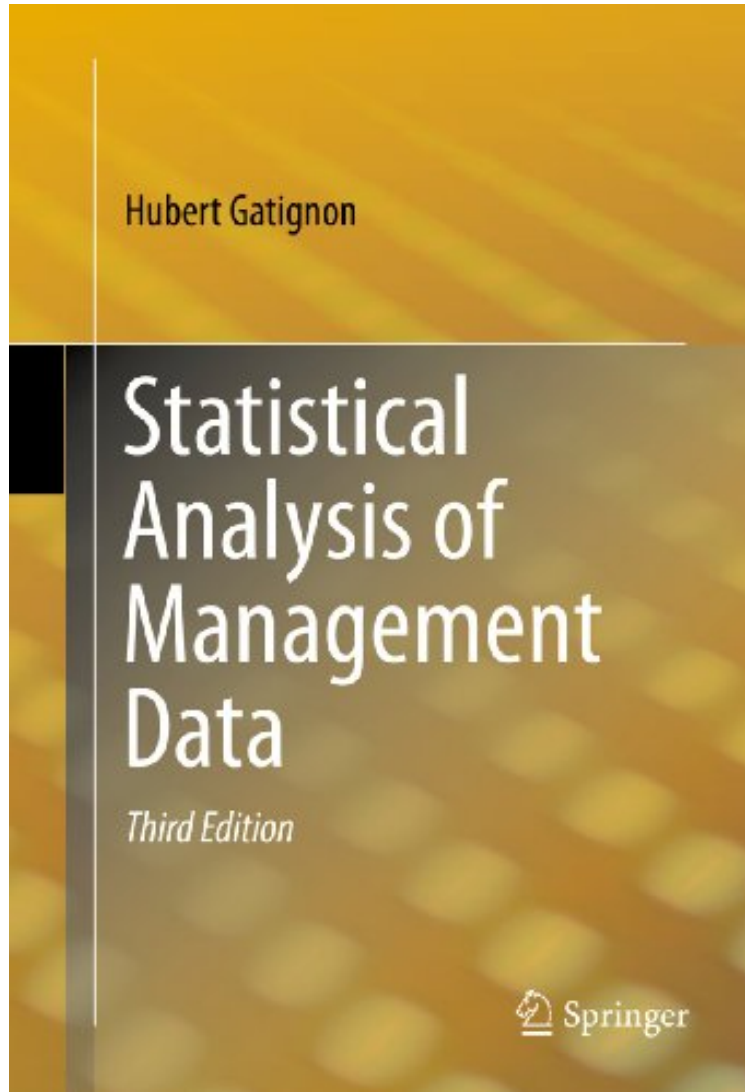


(Mobile ebook) Statistical Analysis of Management Data

Statistical Analysis of Management Data

Hubert GATIGNON

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Statistical Analysis of Management Data provides a comprehensive approach to multivariate statistical analyses that are important for researchers in all fields of management, including finance, production, accounting, marketing, strategy, technology, and human resources. This book is especially designed to provide doctoral students with a theoretical knowledge of the concepts underlying the most important multivariate techniques and an overview of actual applications. It offers a clear, succinct exposition of each technique with emphasis on when each technique

is appropriate and how to use it. This third edition, fully revised, updated, and expanded, reflects the most current evolution in the methods for data analysis in management and the social sciences. In particular, this edition includes:

- A new chapter on the analysis of mediation and moderation effects
- Examples using STATA for most of the statistical methods
- Example of XLSTAT applications

Featuring numerous examples, the book may serve as an advanced text or as a resource for applied researchers in industry who want to understand the foundations of the methods particularly relevant and typically used in management research, and to learn how they can be applied using widely available statistical software.

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"This edition deals with statistical topics useful to researchers and graduate students in many fields of management. It is updated and expanded according to current needs and demands of the field. I really enjoyed reading this book. In summary, it is a nicely packaged book for the intended audience and I have no hesitation to recommend it as a textbook for a graduate course in management sciences and related areas. It is used as an excellent reference book for researchers in these areas." (Technometrics, Vol. 52 (3), August, 2010)

From the Back Cover: *Statistical Analysis of Management Data* provides a comprehensive approach to multivariate statistical analyses that are important for researchers in all fields of management, including finance, production, accounting, marketing, strategy, technology, and human resources. This book is especially designed to provide doctoral students with a theoretical knowledge of the concepts underlying the most important multivariate techniques and an overview of actual applications. It offers a clear, succinct exposition of each technique with emphasis on when each technique is appropriate and how to use it. This third edition, fully revised, updated, and expanded, reflects the most current evolution in the methods for data analysis in management and the social sciences. In particular, this edition includes:

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About the Author Hubert Gatignon is the Claude Janssen Chaired Professor of Business Administration at INSEAD. He joined INSEAD in 1994 from the Wharton School of the University of Pennsylvania where he was Professor of Marketing. He holds a Ph.D. in Marketing from the University of California, Los Angeles, and the Habilitation *à* Diriger des Recherches from Université Paul Cézanne-Aix Marseille. His research interests involve (1) the marketing of innovations (e.g., modeling the factors influencing the adoption and diffusion of innovations), (2) marketing strategy (e.g., explaining and econometrically measuring how the effects of marketing mix variables change over conditions and over time), and (3) statistical analysis of management data. Dr. Gatignon's publications have appeared in *Communications Research*, *International Journal of Research in Marketing*, *Journal of Business Research*, *Journal of Consumer Research*, *Journal of International Business Studies*, *Journal of Law, Economics and Organization*, *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Retailing*, *Management Science*, *Marketing Letters*, *Marketing Science*, *Planning*, and *Strategic Management Journal*. He has recently edited *New Products and Services Development* (4 volumes), and he is a co-author of *MARKSTRAT3: The Strategic Marketing Simulation*, *ADSTRAT: An Advertising Decision Support System*, and *COMPTRACK: A Competitive Tracking Software*. He co-edited *The INSEAD-Wharton Alliance on Globalizing: Strategies for Building Successful Global Businesses*. Dr. Gatignon is an Associate Editor of the *Journal of Marketing Research*, and he serves on the editorial boards of *International Journal of Research in Marketing* (he was the Editor-in-Chief from 2000 through 2006), *Journal of Business-to-Business Marketing*, *Journal of Marketing*, *Journal of the Academy of Marketing Science*, *Marketing Letters*, *Marketing Science*, and *Recherche et Applications en Marketing* (he was the Editor-in-Chief from 1998 through 2000). He has also served on the editorial board of *Journal of International Business Studies* and *Journal of International Marketing*. Dr. Gatignon is on the advisory board of The Quantitative Marketing Network of the Social Sciences Research Network. He was an Academic Trustee of the Marketing Science Institute from 1998 through 2004 and is now an Academic Trustee at AiMark (Center for Advanced International Marketing Knowledge). ISI Web of Knowledge identifies Hubert Gatignon as a Highly Cited Researcher in the Economics and Business category. He has been named a Fellow of the European Marketing Academy and is included in the 25th Anniversary Edition of *Who's Who in the World* and *Who's Who in France*.