



Applied Multivariate Techniques

By Subhash Sharma

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This book focuses on when to use the various analytic techniques and how to interpret the resulting output from the most widely used statistical packages (e.g., SAS, SPSS).

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Editorial Review

Review

Instructor's Manual available. -- *The publisher, John Wiley & Sons*

From the Publisher

The author uses a novel approach to provide conceptual discussions of the various techniques by applying geometry to present the concepts. A small data set, along with hand calculations, illustrates the main point of the method and is then analyzed using standard statistical packages such as SPSS and SAS. An annotated interpretation of the output is included and contains the diverse assumptions made by the technique and their effect on the results. Most of the chapters contain appendices which offer technical details and can be used by those well-versed in matrix algebra. The accompanying disk includes data sets for end-of-chapter exercises featured in the text and many that are not.

From the Back Cover

Finally! Your Students Don't Have to be Mathematicians to Learn Multivariate Techniques! Multivariate techniques are fundamental to research analysis—but their mathematical derivations are often overwhelming to students. This exciting new book takes a gentle approach that introduces students to the various multivariate techniques used in business without intimidation:

- The author uses geometry to illustrate concepts so students understand the various techniques and their application. Matrix algebra and proofs can also be used by referring to the appendices of the chapters.
- Each technique is discussed analytically using a small data set and hand calculations. This gives students a clearer understanding of the technique.
- Computer outputs from SAS and SPSS are annotated and discussed. Students learn how to interpret the results from these two popular statistical packages.
- The chapter-ending pedagogy includes exercises with data sets that reinforce concepts.

Instructor's Manual: 0-471-13061-3 Also available with this text is a carefully developed teaching tool for instructors. It offers detailed answers to all end of chapter exercises, including computer output for questions which require students to perform data analysis. An additional set of examination questions with answers are also provided in the manual.

Users Review

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