



# Statistics in Market Research

*Chuck Chakrapani*

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## **Statistics in Market Research** Chuck Chakrapani

The techniques of multivariate statistics offer extremely powerful tools for use in solving everyday problems in a wide range of fields. Yet because of their statistical nature they are often out of reach of many of the people who could benefit from them. The rationale behind this book is that it is possible for an interested non-technical reader to gain a working understanding of multivariate analysis. It assumes a general but fairly basic statistical knowledge and concentrates on the statistical techniques specifically relevant to market research.

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