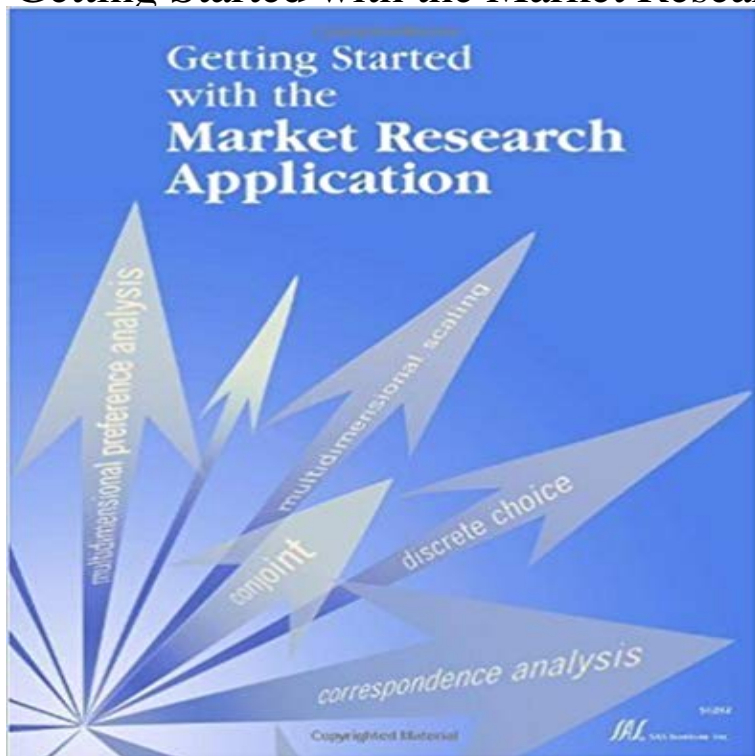


Getting Started with the Market Research Application



This book describes how to get started with the Market Research Application (MRA), a point-and-click interface to several techniques used in the analysis of market research data, including conjoint analysis, discrete choice models, correspondence analysis, multidimensional scaling, and multidimensional preference analysis. The application is included with SAS/STAT software. This book illustrates the use of the MRA with step-by-step discussions of examples for each of the techniques; it does not describe methodology but does provide numerous methodological references. Supports releases 6.12 and higher of SAS software.

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