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Conjoint analysis - Wikipedia

What is conjoint analysis? Introduction, description and overview with links to worked examples and demonstrations - dobney.com are experts in conjoint research ...

Conjoint Analysis - introduction and principles

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Arnaud De Bruyn, Ph.D. | Professor of Marketing at ESSEC

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Marketing research - Wikipedia

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IBM SPSS Statistics 21 Brief Guide - University of Sussex

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Segmentazione (marketing) - Wikipedia

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