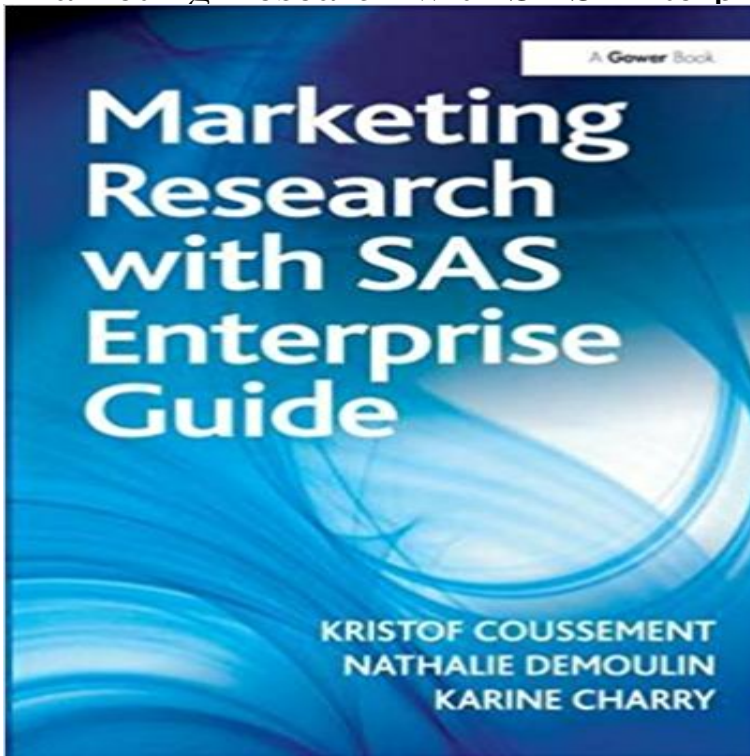


Marketing Research with SAS Enterprise Guide



Many marketing researchers, companies and business schools need to use statistical procedures and accurately interpret the result, that's why the SAS Enterprise Guide software, which uses a user-friendly drag-and-drop menu to extract statistical information, is so popular. Marketing Research with SAS Enterprise Guide includes 236 screen shots to provide a detailed explanation of the SAS Enterprise Guide software. Based on a step-by-step approach and real managerial situations, it guides the reader to an understanding of the use of statistical methods. It demonstrates ways of extracting information, collating it to provide reliable knowledge, and how to use these insights to solve day-to-day business and research problems. SAS A offers a stand-alone marketing research tool by means of the SAS OnDemand Enterprise Guide solution for academics and business professionals. This straightforward, pragmatic reference manual will help: -

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