

Table of Contents

1. Overview of Multivariate Methods	1
Joseph F. Hair, Jr./William C. Black/Barry J. Babin/Rolph E. Anderson	
2. Examining Your Data	31
Joseph F. Hair, Jr./William C. Black/Barry J. Babin/Rolph E. Anderson	
3. Exploratory Factor Analysis	89
Joseph F. Hair, Jr./William C. Black/Barry J. Babin/Rolph E. Anderson	
4. Multiple Regression Analysis	151
Joseph F. Hair, Jr./William C. Black/Barry J. Babin/Rolph E. Anderson	
5. Multiple Discriminant Analysis	231
Joseph F. Hair, Jr./William C. Black/Barry J. Babin/Rolph E. Anderson	
6. Logistic Regression: Regression with a Binary Dependent Variable	313
Joseph F. Hair, Jr./William C. Black/Barry J. Babin/Rolph E. Anderson	
7. Conjoint Analysis	341
Joseph F. Hair, Jr./William C. Black/Barry J. Babin/Rolph E. Anderson	
8. Cluster Analysis	415
Joseph F. Hair, Jr./William C. Black/Barry J. Babin/Rolph E. Anderson	
9. Multidimensional Scaling	475
Joseph F. Hair, Jr./William C. Black/Barry J. Babin/Rolph E. Anderson	
10. Analyzing Nominal Data with Correspondence Analysis	519
Joseph F. Hair, Jr./William C. Black/Barry J. Babin/Rolph E. Anderson	
11. Structural Equations Modeling Overview	541
Joseph F. Hair, Jr./William C. Black/Barry J. Babin/Rolph E. Anderson	
12. Confirmatory Factor Analysis	599
Joseph F. Hair, Jr./William C. Black/Barry J. Babin/Rolph E. Anderson	
13. Testing Structural Equations Models	639
Joseph F. Hair, Jr./William C. Black/Barry J. Babin/Rolph E. Anderson	

14. MANOVA and GLM

Joseph F. Hair, Jr./William C. Black/Barry J. Babin/Rolph E. Anderson

665

Index

729