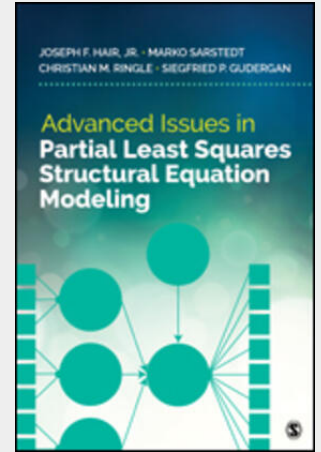


Hair / Sarstedt / Ringle

Hair, J: Advanced Issues in Partial Least Squares Structural

Written as an extension of A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) Second Edition, this easy-to-understand, practical guide covers advanced content on PLS-SEM to help students and researchers apply techniques to research problems and accurately interpret results. The book provides a brief overview of basic concepts before moving to the more advanced material. Offering extensive examples on SmartPLS 3 software and accompanied by free downloadable data sets, the book emphasizes that any advanced PLS-SEM approach should be carefully applied to ensure that it fits the appropriate research context and the data characteristics that underpin the research.



62,50 €

58,41 € (zzgl. MwSt.)

Nicht mehr lieferbar

Artikelnummer: 9781483377391

Medium: Buch

ISBN: 978-1-4833-7739-1

Verlag: SAGE Publications

Erscheinungstermin: 28.06.2017

Sprache(n): Englisch

Auflage: 1. Auflage 2017

Produktform: Kartoniert

Gewicht: 402 g

Seiten: 272

Format (B x H): 152 x 229 mm

