

# Marketing Research with SAS Enterprise Guide

Many marketing researchers, companies and business schools need to use statistical procedures and to accurately interpret the results, 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.

This straightforward, pragmatic reference manual will help:

- professional marketers who use statistical procedures in SAS® Enterprise Guide;
- undergraduate and postgraduate students in academic programmes in which marketing research and research methodology are taught;
- all researchers analysing survey-based data in a wide range of frontier domains like psychology, finance, accountancy, negotiation, communication, sociology, criminology, management, information systems, etc.

More information on the book structure, the SAS® (OnDemand) Enterprise Guide solution, and how to freely receive the datasets used in the book are available on <http://www.MarketingResearchwithSASEnterpriseGuide.com>.

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# Marketing Research With Sas Enterprise Guide

**Michael Seilmaier**



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