

Preface

I am very indebted to a number of people without whom I would not have envisioned this book. First, Paul Green helped me tremendously in the preparation of the first doctoral seminar I taught at the Wharton School. The orientations and objectives set for that book reflect those he had for the seminar on data analysis, which he used to teach before I did. A second individual, Lee Cooper at UCLA, was determinant in the approach I used for teaching statistics. As my first teacher of multivariate statistics, the exercise of having to program all the methods in APL taught me the benefits of such an approach for the complete understanding of this material. Finally, I owe a debt to all the doctoral students in the various fields of management, both at Wharton and INSEAD, who have, by their questions and feedback, helped me develop this approach. I hope it will benefit future students in learning these statistical tools, which are basic to academic research in the field of management especially. Special thanks go to Bruce Hardie, who helped me put together some of the databases, and to Frédéric Dalsace, who carefully identified sections that needed further explanation and editing. Also, my research assistant at INSEAD, Gueram Sargsyan was instrumental in preparing the examples used in this manual to illustrate the various methods.



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GATIGNON, H.

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