

Preface

In 1999 the first meeting dedicated to partial least squares methods (abbreviated as PLS and also, sometimes, expanded as *projection to latent structures*) took place in Paris. Other meetings in this series took place in various cities, and in 2012, from the 19th to the 22nd of May, the seventh meeting of the partial least squares (PLS) series took place for the first time in the United States (in Houston, Texas). This *première* was a superb success with roughly 120 authors presenting 44 papers during these 4 days. These contributions were all very impressive by their quality and by their breadth. They covered the multiple dimensions of partial least squares-based methods, ranging from partial least squares regression and correlation to component-based path modeling, regularized regression, and subspace visualization. In addition several of these papers presented exciting new theoretical developments. This diversity was also expressed in the large number of domains of application presented in these papers: brain imaging, genomics, chemometrics, marketing, management, and information systems to name only but a few.

After the conference, we decided that a large number of the papers presented in the meeting were of such an impressive high quality and originality that they deserved to be made available to a wider audience and we asked the authors of the best papers if they would like to prepare a revised version of their paper. Most of the authors contacted shared our enthusiasm, and the papers that they submitted were then read and commented by anonymous reviewers, revised, and finally edited for inclusion in this volume. These 22 papers (including three invited contributions from our keynote speakers), included in *New perspectives in Partial Least Squares and Related Methods*, provide a comprehensive overview of the current state of the most advanced research related to PLS and cover all domains of PLS and related domains.

Each paper was overviewed by one editor who took charge of having the paper reviewed and edited (Hervé was in charge of the papers of Martens et al., Maroulides and Chin, Beaton et al., Ciampi et al., Krishnan et al., Le Floch et al., Kovacecic et al., and Churchill et al.; Wynne was in charge of the papers of Chin et al., Cepeda et al., Murray et al., and Newman et al.; Vincenzo was in charge of the papers of Magidson and Aluja-Banet et al.; Giorgio was in charge of the papers

of Sharma and Kim, Liu et al., Löfstedt et al., and Eslami et al.; Laura was in charge of the papers of Mehmood and Snipen, Farooq et al., and Martinez-Ruiz and Aluja-Banet). The final production of the L^AT_EX version of the book was mostly the work of Laura, Giorgio, and Hervé.

We are particularly grateful to Professor Svante Wold—one of the creators of PLS—who opened the seventh PLS meeting with an outstanding opening keynote that presented an overview of the field from its creation to its most recent developments and wrote the foreword presenting this book. We are also particularly grateful to our (anonymous) reviewers for their help and dedication.

Finally, this meeting would not have been possible without the generosity, help, and dedication of several persons, and we would like to specifically thank John Antel, Thierry Fahmy, David Francis, Michele Hoffman, Jennifer James, Yong Jin Kim, Ken Nieser, Blair Stauffer, Doug Steel Sarah J. Sweaney, Reza Vaezi, and Sean Woodward.

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