

Preface

I started this project some 10 years back; Professor Paul Green assisted me in the early phase of this work.

During the last 5 years or so, there have been several interesting developments in the conjoint analysis methods and models, notably incentive-aligned methods. I attempted to incorporate these yet keeping the basic thrust of the applied nature of this work. New methods appear on an almost daily basis. It is rather difficult to keep the coverage current. But, I tried to be up to date as much as feasible.

My intent is to bring various conjoint analysis methods to a level understandable to students and practitioners without losing rigor. As I ventured on this book, I soon realized how vast this field had become. Selection of topics and illustrations has become a difficult task. Nevertheless, I hope that this book presents an array of applications in marketing in a reasonably comprehensive manner. The edited book by Anders Gustafsson, Andreas Herrmann, and Frank Huber, *Conjoint Measurement: Methods and Applications*, Fourth Edition, Springer, 2007, in particular will be a good complement to this work. I wish that I was able to devote space to various behavioral aspects of choice.

I am grateful to several people in helping me make sure that this work is of a high caliber. These include two anonymous reviewers of my early versions and several colleagues such as Olivier Toubia and Oded Netzer of Columbia. My thanks are due to Abba Krieger of the Wharton School whose encouragement provided the necessary impetus to complete this work. Seenu Srinivasan of Stanford gave me early access to his paper on adaptive self-explicated method. Young-Hoon Park of Cornell gave me early access to his paper on barter conjoint, which is covered in Chap. 9; he also was a sounding board for ideas on organizing materials in Chap. 3. Sundar Balakrishnan of the University of Washington, Bothell, kindly reviewed the material on genetic algorithms for product design. Steve Gaskin graciously reviewed the material on legal applications covered in Chap. 8. Wes Hutchinson of the Wharton School kindly shared his working paper on self-designed products. Carlyne Saunders, a doctoral student in marketing at Cornell University, carefully read this volume and made several suggestions to enhance clarity. Yu Yu of Georgia State University helped with the analysis reported in Chap. 4. Chang Hee

Park of Binghamton University assisted me with the WinBUGS analysis reported in Chap. 4.

I am grateful to Brian Orme of Sawtooth Software for giving me access to their versatile software, which now includes several newer methods, not all of which are discussed here.

I appreciate *Marketing Letters* for allowing me to reproduce a paper written based on the 2008 Choice Symposium as a supplement. This paper, published in this journal (Vol. 19, December 2008 issue), gives a contemporary view of where conjoint methods stood a short while back.

I thank Christian Rauscher, editor from Springer, for his patience with the completion of this volume. Finally, I thank Saroj Rao for her help and patience throughout this project.

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