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Conjoint Measurement. Methods and Applications 2007, Springer Berlin Auflage: This fascinating book covers all the recent developments in conjoint analysis.

Conjoint analysis is a statistical technique used in market research to determine how The original methods were monotonic analysis of variance or linear

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The book covers all recent developments in Conjoint Analysis. Leading scientists present theory and applications of this technique. In short, the following models

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Conjoint measurement for quantifying judgmental data. J. Marketing Res. 8, 355 363. Green, P.E., Methods and Applications. Springer, Ketchum, ID (1981)

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