

Applied Choice Analysis

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In this primer the authors provide an unimimidating introduction to the main techniques of choice analysis. Almost without exception, everything human beings undertake involves a choice. In recent years there has been a growing interest in the development and application of quantitative statistical methods to study choices made by individuals with the purpose of gaining a better understanding both of how choices are made and of forecasting future choice responses. In this primer the authors provide an unimimidating introduction to the main techniques of choice analysis and include detail on themes such as data collection and preparation, model estimation and interpretation and the design of choice experiments. A companion website to the book provides practice data sets and software to estimate the main discrete choice models such as multinomial logit, nested logit and mixed logit. This primer will be an invaluable resource to students as well as of immense value to consultants and professionals, researchers and anyone else interested in choice analysis and modelling. EAN/ISBN : 9780511114038 Publisher(s): Cambridge University Press Format: ePub/PDF Author(s): Hensher, David A. - Rose, John M. - Greene, William H.

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