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IMPROVING THE MARRIAGE OF MODELING AND THEORY FOR ACCURATE FORECASTS OF OUTCOMES (HARDBACK)



Emerald Publishing Limited, United Kingdom, 2018. Hardback. Condition: New. Language: English . Brand New Book. This volume in the series has big objectives: describe the bad science practices now in use in most studies in business-to-business marketing strategy and describe a true paradigm shift to good science practices by replacing the variable-based linear-symmetric null hypothesis testing (NHST) approach in theory construction and testing-with case-based asymmetric models with somewhat precise outcome testing (SPOT). Whether the question refers to success or failure,...

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- Authored by -
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