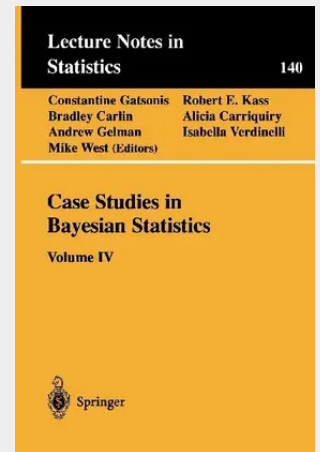


Case Studies in Bayesian Statistics

Volume IV

The 4th Workshop on Case Studies in Bayesian Statistics was held at the Carnegie Mellon University campus on September 27-28, 1997. As in the past, the workshop featured both invited and contributed case studies. The former were presented and discussed in detail while the latter were presented in poster format. This volume contains the four invited case studies with the accompanying discussion as well as nine contributed papers selected by a refereeing process. While most of the case studies in the volume come from biomedical research the reader will also find studies in environmental science and marketing research. INVITED PAPERS In Modeling Customer Survey Data, Linda A. Clark, William S. Cleveland, Lorraine Denby, and Chuanhai LiD use hierarchical modeling with time series components in for customer value analysis (CVA) data from Lucent Technologies. The data were derived from surveys of customers of the company and its competitors, designed to assess relative performance on a spectrum of issues including product and service quality and pricing. The model provides a full description of the CVA data, with random location and scale effects for survey respondents and longitudinal company effects for each attribute. In addition to assessing the performance of specific companies, the model allows the empirical exploration of the conceptual basis of consumer value analysis. The authors place special emphasis on graphical displays for this complex, multivariate set of data and include a wealth of such plots in the paper.

Bayesian approaches to data analysis sometimes offer important advantages over classical methods. This collection of papers from a workshop on Bayesian statistics discuss important research problems and show the advantages of a Bayesian approach.

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