



# Stated Choice Methods: Analysis and Applications

*Jordan J. Louviere, David A. Hensher, Joffre D. Swait*

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Understanding and predicting the behavior of decision makers when choosing among discrete goods has been one of the most fruitful areas of applied research over the past thirty years. An understanding of individual consumer behavior can lead to significant changes in product or service design, pricing strategy, distribution channel and communication strategy selection, as well as public welfare analysis. This book is a reference work dealing with the study and prediction of consumer choice behavior, concentrating on stated preference (SP) methods. It shows how SP methods can be implemented, from experimental design to econometric modeling. The book also presents an update of econometric approaches to choice modeling.

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