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By Michael Greenacre

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New to the Second Edition

- Five new chapters on transition and regression relationships, stacked tables, subset correspondence analysis, analysis of square tables, and canonical correspondence analysis
- Substantially more figures and tables than the first edition
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With 33 years of CA experience, the expert author demonstrates how to use uncomplicated, relatively nonmathematical techniques to translate complex tabular data into more readable graphical forms. CA and its variants multiple CA (MCA) and joint CA (JCA) are suitable for analyses in various fields, including marketing research, the social and environmental sciences, biochemistry, and more.

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