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Vincenzo Esposito Vinzi, Wynne W. Chin, Jörg Henseler (auth.), Vincenzo Esposito Vinzi, Wynne W. Chin, Jörg Henseler, Huiwen Wang (eds.) The "Handbook of Partial Least Squares (PLS) and Marketing: Concepts, Methods and Applications" is the second volume in the series of the Handbooks of Computational Statistics.

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Handbook of Partial Least Squares Concepts, Methods and Applications in Marketing and Related Fields (Springer Handbooks of Computational Statistics) 1 edition Published March 2008 by Springer. Written in English

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