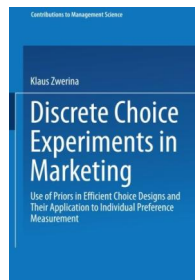


## Discrete Choice Experiments in Marketing: Use of Priors in Efficient Choice Designs and Their Application to Individual Preference Measurement



### Book Review

It becomes an amazing book which i actually have at any time study. It is actually loaded with wisdom and knowledge You wont sense monotony at at any time of your respective time (that's what catalogues are for regarding should you request me).  
(Rosina Schowalter V)

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