

Read Churchill and Iacobucci on cluster analysis (pp. 819-844). We will go through the basic concepts in class.

An excellent commercial site on conjoint-based market research is:

<http://www.dssresearch.com/library/conjoint/conjoint.htm>

You can also check out:

http://www.speedback.com/conjoint_analysis.htm

<http://www.marcresearch.com/main.html>