

Best-Worst Scaling: Theory, Methods And Applications

By Jordan J. Louviere;Terry N. Flynn;A. A. J. Marley

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A.A.J., & Flynn, T. (forthcoming) Best-Worst Scaling: Theory, Methods and Applications, Marley, A.A.J., Louviere, J.J. and T.N. Flynn Jordan J. Louviere

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