Table of Contents

Foreword .................................................................................................................................................. 1
  PAUL E. GREEN

1. Conjoint Analysis as an Instrument of Market Research Practice .................................................. 5
  ANDERS GUSTAFSSON, ANDREAS HERRMANN AND FRANK HUBER

  VITHALA R. RAO AND HENRIK SATTLER

3. Developing Business Solutions from Conjoint Analysis ................................................................. 67
  SID SIMMONS AND MARK ESSEER

4 Measuring the Credibility of Product-Preannouncements with Conjoint Analysis ................................................................. 97
  HENRIK SATTLER AND KARSTEN SCHIRM

5. Market Simulation Using a Probabilistic Ideal Vector Model for Conjoint Data .................................................. 123
  DANIEL BAIER AND WOLFGANG GAUL

6. A Comparison of Conjoint Measurement with Self-Explicated Approaches .................................................. 147
  HENRIK SATTLER AND SUSANNE HENSEL-BÖRNER

7. New Product Development in the Software Industry: The Role of Conjoint Analysis ...................... 161
  GIAN LUCA MARZOCCHI, SERGIO BRASINI AND MARCELLO RIMESSI

8. Non-geometric Plackett-Burman Designs in Conjoint Analysis ......................................................... 187
  OLA BLOMKVIST, FREDRIK EKDAHL AND ANDERS GUSTAFSSON
<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Authors</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>On the Influence of the Evaluation Methods in Conjoint Design - Some Empirical Results</td>
<td>Frank Huber, Andreas Herrmann and Anders Gustafsson</td>
</tr>
<tr>
<td>10</td>
<td>The Value of Extent-of-Preference Information in Choice-based Conjoint Analysis</td>
<td>Terry Elrod and Keith Chrzan</td>
</tr>
<tr>
<td>11</td>
<td>Confounding of Effects in Rank-Based Conjoint-Analysis</td>
<td>Thorsten Teichert</td>
</tr>
<tr>
<td>12</td>
<td>A Multi-trait Multi-Method Validity Test of Partworth Estimates</td>
<td>Wagner Kamakura and Muammer Ozer</td>
</tr>
<tr>
<td>13</td>
<td>Adaptive Conjoint Analysis: Understanding the Methodology and Assessing Reliability and Validity</td>
<td>Andreas Herrmann, Dirk Schmidt-Gallas and Frank Huber</td>
</tr>
<tr>
<td>15</td>
<td>Conjoint Choice Experiments: General Characteristics and Alternative Model Specifications</td>
<td>Rinus Haaijer and Michel Wedel</td>
</tr>
<tr>
<td>17</td>
<td>Latent Class Models for Conjoint Analysis</td>
<td>Venkatram Ramaswamy and Steven H. Cohen</td>
</tr>
</tbody>
</table>
18. A Generalized Normative Segmentation
Methodology Employing Conjoint Analysis..................473
WAYNE S. DESARBO AND CHRISTIAN F. DESARBO

19. Dealing with Product Similarity in Conjoint Simulations ....505
JOEL HUBER, BRYAN ORME AND RICHARD MILLER

Application for the Automotive Industry ......................523
CLAUS KOLVENBACH, STEFANIE KRIEG AND CLAUDIO FELTEN

21 Continuous Conjoint Analysis..................................541
DICK R. WITTINK AND SEV K. KEIL

Author Index ..........................................................565