

# **Measuring the part worth of the mode of transport in a trip package: An extended Bradley-Terry model for paired-comparison conjoint data**

Hatzinger R, Mazanec JA.

Journal of business research

2007; 60(12):1290-1302

## **ARTICLE IDENTIFIERS**

DOI: 10.1016/j.jbusres.2007.04.010

PMID: 32287522

PMCID: PMC7124329

## **JOURNAL IDENTIFIERS**

LCCN: 77643139

pISSN: 0148-2963

eISSN: not available

OCLC ID: 03291849

CONS ID: sc 81001050

US National Library of Medicine ID: 101087747

This article was identified from a query of the SafetyLit database.