



# A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)

*Joseph F. Hair Jr., G. Tomas M. Hult, Christian M. Ringle, Marko Sarstedt*

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**A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)** by Joseph F. Hair, Jr., G. Tomas M. Hult, Christian Ringle, and Marko Sarstedt is a practical guide that provides concise instructions on how to use partial least squares structural equation modeling (PLS-SEM), an evolving statistical technique, to conduct research and obtain solutions. Featuring the latest research, new examples using the SmartPLS software, and expanded discussions throughout, the **Second Edition** is designed to be easily understood by those with limited statistical and mathematical training who want to pursue research opportunities in new ways.

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