

# **A Primer On Partial Least Squares Structural Equation Modeling (PLS-SEM) By G. Tomas M. Hult;Christian M. Ringle**

**By G. Tomas M. Hult;Christian M. Ringle**

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Marko Sarstedt is the author of A Concise Guide to Market Research (5.00 avg rating, 1 rating, 1 review, published 2011), Measurement and Research Method

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