

Web Appendix

Multinomial Logit Models in Marketing – From Fundamentals to State-of-the-Art

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# =====  
# Accompanying R code to:  
# Elshiewy, Guhl, and Boztug (2017).  
# Multinomial Logit Models in Marketing - From Fundamentals to State-of-the-Art.  
# Published in: Marketing ZFP - Journal of Research and Management, Volume 39, Issue 3.  
  
# Please find the latest code following this link: https://bitbucket.org/snippets/dhguhl/6eMBry
```