Series Editor's Note

An analyst's toolbox can't be too broad. Bringing Jörg Henseler's book on composite-based structural equation modeling (SEM) to Guilford's Methodology in the Social Sciences series adds a critical tool to our incredible collection of analytic resources. I have been extremely pleased with each contribution to the series and Jörg's is no exception. As someone who loves SEM in general, I was blown away with what composite-based SEM adds and broadens in terms of analytic dexterity. Jörg's expertise is both broad and deep and, coupled with his incredible ability to make the new concepts accessible, is truly an extraordinary gift. The culmination of this gift is *Composite-Based Structural Equation Modeling: Analyzing Latent and Emergent Variables.*

So, what does Jörg bring to our collective toolbox? As intimated in the title of his book, SEM is a factor-based modeling approach to identify latent variables from common variance among a set of indicators. Jörg's coverage of this approach is both refreshing and quite useful to help contrast the benefits of the composite-based approach to SEM that focuses on variance-based decompositions using partial least squares estimation to identify emergent variables. Emergent variables are useful in a number of contexts where latent variables may not be optimal.

Using synthesis theory (instead of measurement theory), Jörg demonstrates how emergent variables are a formidable tool to model formative concepts such as activities, capabilities, designs, indices, instruments, mixes, norms, orientations, policies, practices, quality, skills, solutions, strategies, systems, treatments, values, and the like. Consequently, this book is of particular value for researchers in disciplines in which composites are ubiquitous, such as in business (e.g., marketing), criminology, education, ecology, sociology, political science, information systems, and so on.

Jörg provides detailed tutorials using his easy-to-use software program, ADANCO, and the R package, `cSEM`. There is also an excellent companion website (see the box at the end of the table of contents) that includes the data and syntax files for the diverse examples included in this book, along with

presentation slides that are very handy for developing course content on composite-based modeling. One of the added values of Jörg's integrative work is how he has solved the conundrum integrating multiple interrelated composites into structural equation models. His work is not just an introduction to composite-based modeling but includes many critical advanced concepts in the context of emergent variables, including mediation, moderation, higher-order variables, multiple-group modeling, and nonlinear effects, as well as confirmatory composite analysis (sets of interrelated composites, which is the analogue to confirmatory factor analysis).

Jörg's book is very refreshing to read and is extremely accessible for students and professionals alike. I personally learned a tremendous amount of wonderful information that I will integrate into my own research and teaching going forward. As an old dog, I enjoyed learning new tricks with the aid of Jörg, "the composite whisperer." As always, enjoy!

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Isolating at my "Wit's End" retreat
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