Abstract

The purpose of this contribution to the "car challenge" is to apply "network analysis" to make

(some) sense of brand switching data.

To describe or interpret attitudes and behaviors "network analysis" refers to concepts

like centrality, cohesion, structural equivalence, brokerage, bridging, variously defining the

position of individuals or organizations within the system they are embedded into.

In this contribution we take a descriptive approach, without attempting to explain or interpret

data, as endogeneous or exogeneous variables, although this approach is somehow out of line

with more recent and already well established trends in "network analysis" that is increasingly

concerned with interpretations, beyond the descriptive stage.