

Select Books and Online Resources for R

Books

Introductory

S Programming by Venables and Ripley

- The original book to learn about R. Provides excellent historical context on R's development.
- Purchase online at, e.g., [Amazon](#).

R for Everyone by Lander

- A more-modern intro to R. Touches on both R and statistics generally.
- Although modern, virtually no discussion of `data.table` or `tidyverse`.

R for Data Science by Wickham and Grolemund

- Good intro book. Emphasizes Tidyverse.
- Contains a lot of the things you would see by watching R talks by Hadley Wickham over the years.
- Available for free online [here](#)

Advanced

Advanced R by Wickham

- An excellent book. The first half isn't that "advanced" and I would recommend it to newer R users.
- Chapter 2 on names and values is a creative way to think about what it means to name objects, and this isn't covered in any other book I've read.
- Available for free online [here](#)

Software for Data Analysis by Chambers

- This book is advanced. Chambers created S (which sort of became R, loosely speaking). So he knows *everything* about its inner workings.
- Buy online at, e.g., [Amazon](#)

Special Topics

ggplot2 by Wickham

- A whole book about Hadley's plotting package.
- PDF available for free through the UCLA library [here](#)
- Be sure to check out the rest of the *UseR* books from Springer, most available for free via UCLA library

R for Marketing Research and Analytics by Chapman and Feit

- Provides a wide variety of analytical methods for marketing analytics.
- Unlike most other stats books, this one shows you how to *simulate* data and then fit models on that simulated data – a great skill for testing whether your parameter estimates recover the true values!
- Available for free as part of the UseR Springer books, online [here](#)

Links by topic

Rmarkdown

- Rstudio's online guide to RMarkdown is [here](#)
- A fun and interactive tutorial for learning markdown syntax is [here](#)
- Rmarkdown can be used to create a website ([link](#)), write a book ([link](#)), prepare a presentation ([link](#)), or other fun things ([link](#))!

Tidyverse

- The best place to start learning about the Tidyverse is the *R for Data Science* book listed above
- Tidyverse maintainers also publish a blog [here](#) that will keep you up to date on new developments

Data.Table

- The best place to start learning about `data.table` is with the vignettes that are bundled with the `data.table` package, available online [here](#)
- In particular, read the Intro Vignette [here](#)