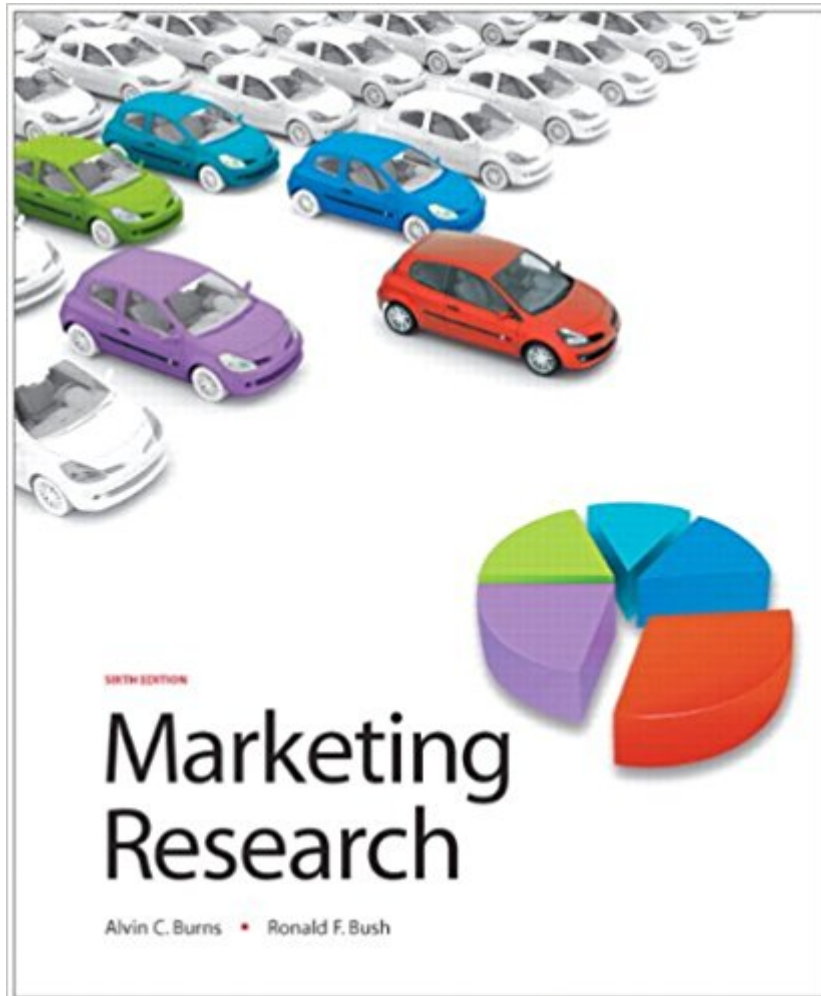




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Marketing Research (6th Edition)



Synopsis

A “nuts and bolts” understanding of marketing research and provides them with extensive information on how to use it. Introducing Marketing Research; Explaining the Marketing Research Process; Describing Characteristics of the Marketing Research Industry; Defining the Problem and Determining Research Objectives; Understanding Research Design; Using Secondary Data and Online Information Databases; Comprehending Standardized Information Sources; Utilizing Exploratory and Qualitative Research Techniques; Evaluating Survey Data Collection Methods; Understanding Measurement in Marketing Research; Developing Questions and Designing the Questionnaire; Determining How to Select the Sample; Determining the Size of a Sample; Dealing with Field work and Data Quality Issues; Using Basic Descriptive Analysis; Performing Population Estimates and Hypothesis Tests; Implementing Basic Differences Tests; Making Use of Associations Tests; Understanding Regression Analysis Basics; Preparing the Research Report and Presentation

Written at a level first-time marketing research readers can understand, this text provides the basic fundamentals of the statistical procedures used to analyze data.

Book Information

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This text embodies a process approach, introducing students to an 11 step marketing research process in Chapter 3. It stresses the contemporary practice of marketing research by highlighting technological change, methodological innovation, global implications, and ethical issues. By integrating SPSS for Windows Student Version, the text familiarizes students with one of the most

widely adopted statistical analysis programs available. A standard in the marketing research industry, SPSS is used by over forty of the top 50 marketing research firms in the United States.

--This text refers to an out of print or unavailable edition of this title.

This marketing research book integrates the use of the statistical package SPSS. --This text refers to an out of print or unavailable edition of this title.

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It fulfilled my needs for my class.

Very nice presentation with balance between content, images and case studies. A book that takes you through all the process, understandable for non related professionals but a MUST for experts on the field. Half of the book contains whatever you need to be an expert, the other half contains the application on the field. Also contains a very detailed names and topics INDEX. It has a magnificent writing to involve you on this marketing field, and a magic easy to understand teaching. A MUST HAVE book on Marketing.

Exceeded expectations

good book

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