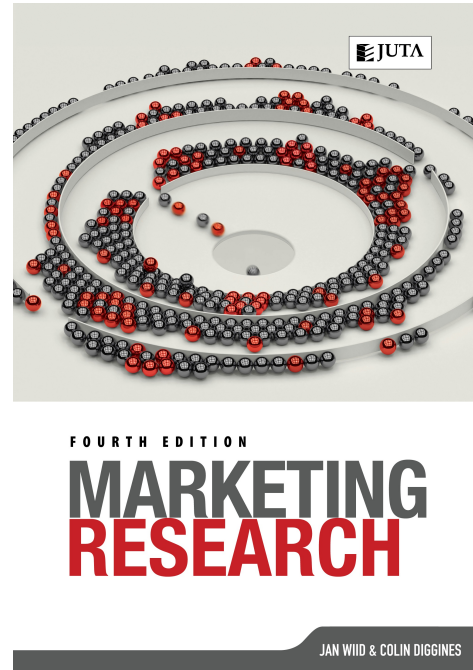


Marketing Research

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About this Publication:

Marketing Research, now in its fourth edition, provides a methodical introduction to the basic concepts of marketing research.

Marketing research can be a daunting subject if not taught correctly. The mere mention of inferential statistics or statistical significance causes many students to close their minds and develop a mental block towards the topic. This is largely because most texts spend too little time teaching students the basic concepts before ploughing into the analysis of data and associated statistical formulas.

Marketing Research follows a simple layout that is easy to read with text that is written in understandable, plain English. It will equip undergraduate marketing students with the skills necessary to plan and conduct basic marketing research projects in an efficient and effective manner, in a business world which demands more and more information on which to base decisions.

New Edition

- Addresses new approaches in terms of research ethics
- Additional insights on the use of electronic data gathering, new approaches relating to the use of electronic media
- A new chapter on the research proposal
- New case studies and questions
- Updated examples

Key Features/Benefits

- Learning outcomes at the beginning of every chapter
- Definitions highlighted to emphasise their importance
- Clear diagrams and figures
- Relevant and up-to-date case studies
- Self-assessment questions
- Summaries of the key issues covered in each chapter

Contents Include:

- Chapter 1: Perspectives on marketing research
- Chapter 2: Research ethics
- Chapter 3: Overview of the marketing research process
- Chapter 4: Problem definition and research objectives
- Chapter 5: Research design and proposal
- Chapter 6: Collection of secondary data
- Chapter 7: Collecting primary data: qualitative techniques
- Chapter 8: Collecting primary data: quantitative techniques
- Chapter 9: Measurement and questionnaire design
- Chapter 10: Designing the sample plan
- Chapter 11: Fieldwork
- Chapter 12: Preparation and processing of primary data
- Chapter 13: Exploratory data analysis and hypothesis testing
- Chapter 14: Analysis of relationships with statistical techniques
- Chapter 15: Research report
- Chapter 16: The research proposal

Of Interest and Benefit to:

- Senior undergraduates
- Postgraduate business
- Marketing research students