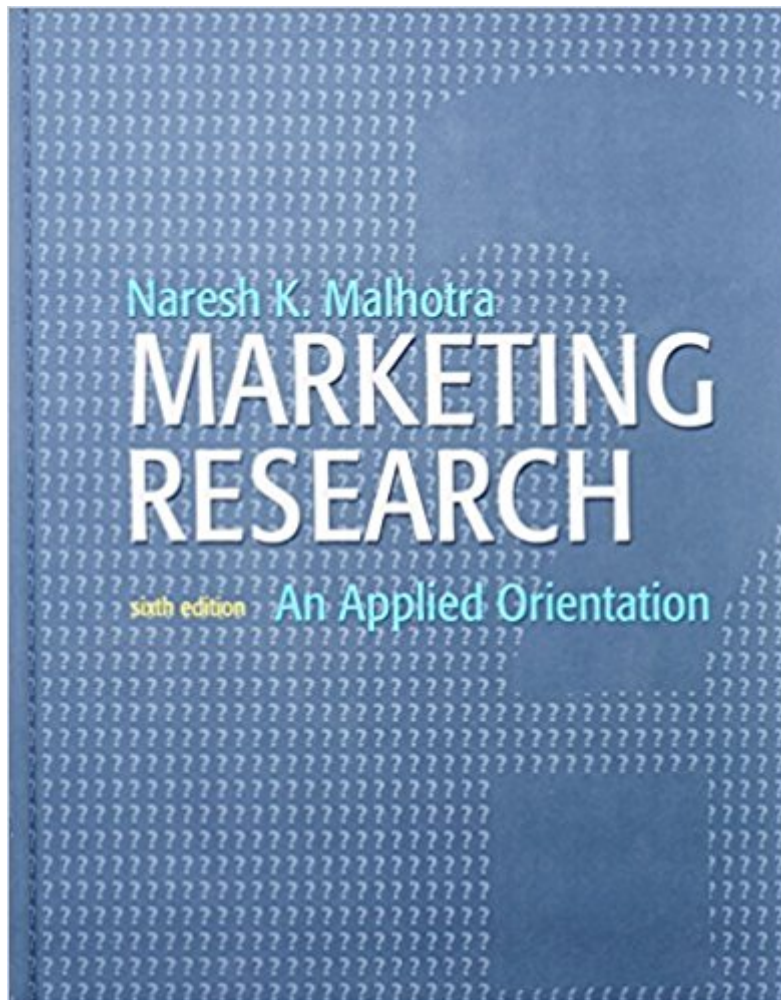




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Marketing Research: An Applied Orientation (6th Edition)



Synopsis

For undergraduate and graduate marketing research courses. Experience the Interaction Between Marketing Research and Marketing Decision-Making Marketing Research: An Applied Orientation takes a unique applied and managerial orientation that illustrates the interaction between marketing research decisions and marketing management decisions. This text is comprehensive, practical, and presents balanced coverage of both qualitative and quantitative material. The Sixth Edition is even more current, contemporary, illustrative, and sensitive to user needs.

Book Information

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Marketing Research: An Applied Orientation takes a unique applied and managerial orientation that illustrates the interaction between marketing research decisions and marketing management decisions. Introduction to Marketing Research; Defining the Marketing Research Problem and Developing an Approach; Research Design; Exploratory Research Design: Secondary Data; Exploratory Research Design: Qualitative Research; Descriptive Research design: Survey and Observation; Causal Research Design: Experimentation; Measurement and Scaling: Fundamentals and Comparative Scaling; Measurement and Scaling: Noncomparative Scaling Techniques; Questionnaire and Form Design; Sampling: Design and Procedures; Sampling: Final and Initial Sample Size Determination; Field Work; Data Preparation; Frequency Distribution, Cross-tabulation, and Hypothesis Testing; Analysis of Variance and Covariance; Correlation and Regression;

Discriminant and Logit Analysis; Factor Analysis; Cluster Analysis; Multidimensional Scaling and Conjoint Analysis; Structural Equation Modeling and Path Analysis; Report Preparation and Presentation; International Marketing Research

The comprehensive, practical, and balanced coverage presented in this text is ideal for readers that want an in-depth understanding of market research.

When a textbook is as expensive as this one, I generally have high expectations. I just have to ask, how can the publishers justify a textbook retailing for THIS MUCH and still be too lazy to include a glossary in the back of the book? Also, the material is far too repetitive. I expect some repetition in textbooks to reinforce base concepts, but I think there's probably thirty percent that could be cut out of this text without any detrimental effect.

Boring text, not a lot of advanced material

Gives you a good foundation in the beginning and builds on that foundation all the way through. What I liked best was the case studies and examples that were given constantly ... awesome!

The book has helped serve as a guide for me as I study for my certification in Market research. It was a bit expensive but is proving to be worth the expense as a continue guide and reference even after exams.

Some of the tops of pages weren't cut and I had to literally take scissors to the book in order to read. Despite that, great value compared to the hardback making this a rare find.

The pages in chapter one is falling out of the book because the binding is not holding and it seemed to take a long time to get to me.

Great!

If you want to continue working on Marketing Research this could be the book would like to have permanently in your bookshelf. It's very complete and provide deep but comprehensive understanding of the subject. It's not for beginners, you are required to have ceertain knoledge of advanced statistics. Excellent for gradauates and seniors. Regards, Viviana

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