



The book was found

Marketing Research: In Practice



Synopsis

Successful leaders collect and capitalize on data which come in multiple forms. It includes secondary data, interviews, focus groups, questionnaires, observation, and experimental design. They are all critical tools that connect business leaders to their customers while also helping them better understand the business challenges of the market. It is through these tools and the breakthroughs they bring that leaders discover the information they need to be successful. Academic study and practical application meet in *Marketing Research in Practice*- a practical examination of the essential components of marketing research. This book presents marketing research in a practical, application-based manner resulting in a clear understanding of the most important facets of marketing research. There are fourteen chapters which walk the reader through the entire marketing research process from research design to the final research report. *Issues in the Spotlight" features on a variety of topics at the end of the chapters for additional learning. These vignettes tap marketing research industry experts for their expertise and insight as practitioners of the profession. * Includes sample Microsoft Excel data for data analysis drills as well as a Microsoft PowerPoint slide deck for instructor use available through the publisher. * Features complete case studies in the appendix from the *Journal of Marketing Research* for examination and discussion and well as a guide on how to conduct a case analysis

Book Information

Paperback: 398 pages

Publisher: Kendall Hunt Publishing; 1 edition (August 13, 2013)

Language: English

ISBN-10: 1465222928

ISBN-13: 978-1465222923

Product Dimensions: 8.5 x 0.8 x 11 inches

Shipping Weight: 2.2 pounds (View shipping rates and policies)

Average Customer Review: 1.0 out of 5 stars 1 customer review

Best Sellers Rank: #961,883 in Books (See Top 100 in Books) #164 in Books > Business & Money > Processes & Infrastructure > Research & Development #190 in Books > Textbooks > Business & Finance > Sales #798 in Books > Business & Money > Marketing & Sales > Marketing > Research

Customer Reviews

poop

[Download to continue reading...](#)

Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams - Network Marketing Secrets Revealed, ... Books, Scam Free Network Marketing Book 1) Email Marketing: This Book Includes Email Marketing Beginners Guide, Email Marketing Strategies, Email Marketing Tips & Tricks How to Get New Dental Patients with the Power of the Web - Including the Exact Marketing Secrets One Practice Used to Reach \$5,000,000 in its First ... Internet Marketing for Your Dental Practice Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investment (Marketing/Sales/Adv & Promo) Marketing Campaign Development: What Marketing Executives Need to Know About Architecting Global Integrated Marketing Campaigns BASIC MARKETING: A Marketing Strategy Planning Approach (Irwin Marketing) Instagram Marketing: A Picture Perfect Way to Strike It Rich! (Facebook Marketing, Youtube Marketing 2) No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses Network Marketing For Introverts: Guide To Success For The Shy Network Marketer (network marketing, multi level marketing, mlm, direct sales) YouTube Marketing: A Comprehensive Guide for Building Authority, Creating Engagement and Making Money Through Youtube (Facebook Marketing, Instagram Marketing 3) Instagram Marketing for Dummies-The Complete Guide to Instagram Marketing: Learn Exactly How to Create Your Instagram Marketing Strategy From Scratch and Optimize Your Strategy for Long-Term Success. Content Marketing: Beginners Guide To Dominating The Market With Content Marketing (Marketing Domination) (Volume 4) Strategic Database Marketing 4e: The Masterplan for Starting and Managing a Profitable, Customer-Based Marketing Program (Marketing/Sales/Advertising & Promotion) Essentials of Marketing Research (Irwin Marketing) It All Starts with Marketing: 201 Marketing Tips for Growing a Dental Practice Marketing Research: In Practice

Contact Us

DMCA

Privacy

FAQ & Help