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Basic Marketing Research

2006 Naresh K. Malhotra For undergraduate marketing research and marketing data analysis courses. Providing a hands-on approach to marketing research, this book fills the need for a marketing research text that presents concepts simply, illustrates them vividly, and applies them in real life marketing situations.

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2012-03 Paul Christ KnowThis: Marketing Basics 2nd edition offers detailed coverage of essential marketing concepts. This very affordable book is written by a marketing professor and covers the same ground as much more expensive books while offering its own unique insights. The book takes a highly applied approach including offering over 150 real-world examples. The new edition includes enhanced coverage of numerous new developments and how these affect marketing including social networks, mobile device applications ("apps"), neuro-research, group couponing, smartphone payments, quick response codes, to name a few. The new edition also features expanded coverage of globalization, Internet and mobile networks, consumer purchase behavior and much more. The book is ideal for marketing professionals, students, educators, and anyone else who needs to know about marketing. Supported by KnowThis.com, a leading marketing resource. Contents: 1: What is Marketing? 2: Marketing Research 3: Managing Customers 4: Understanding Customers 5: Targeting Markets 6: Product Decisions 7: Managing Products 8: Distribution Decisions 9: Retailing 10: Wholesaling

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& Product Movement 11: Promotion Decisions 12: Advertising 13: Managing the Advertising Campaign 14: Sales Promotion 15: Public Relations 16: Personal Selling 17: Pricing Decisions 18: Setting Price 19: Managing External Forces 20: Marketing Planning & Strategy Appendix: Marketing to the Connected Customer

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Customer

Marketing Research

2015 "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."--Back cover.

Marketing Research

2009 Jan Wiid Written for introductory marketing classes, this text explains what information is needed to plan and implement a successful marketing campaign and how to find that data. Including details on finding such relevant facts as the size of a potential market, the shopping and buying habits of consumers in that market, and the competitive and environmental factors that may affect a campaign, this primer will guide readers to become savvy marketing managers.

Market Research in Practice

2016-03-03 Matthew Harrison Market research has never been more important. As organizations become increasingly sophisticated, the need to profile customers, deliver customer satisfaction, target certain audiences, develop their brands, optimize prices and more has grown. Lively and accessible, Market Research in Practice is a practical introduction to market research tools, approaches and issues. Providing a clear, step-by-step guide to the whole process - from planning and

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executing a project through to analyzing and presenting the findings - it explains how to use tools and methods effectively to obtain reliable results. This fully updated third edition of Market Research in Practice has been revised to reflect the most recent trends in the industry. Ten new chapters cover topical issues such as ethics in market research and qualitative and quantitative research, plus key concepts such as international research, how to design and scope a survey, how to create a questionnaire, how to choose a sample and how to carry out interviews are covered in detail. Tips, and advice from the authors' own extensive experiences are included throughout to ground the concepts in business reality. Accompanied by a range of online tools, templates, surveys and guides, this is an invaluable guide for students of research methods, researchers, marketers and users of market research. Online resources include a range of tools, templates, surveys and guides.

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2008-10-31 Jr. Hair, Joseph Marketing Research, 4/e takes an application-oriented approach, providing students with the tools and skills necessary to solve business problems and exploit business opportunities. This new edition was written to meet the needs of students through additional coverage of qualitative methods, emphasis on applied research projects as well as cases studies or exercises at the end of the chapters. The text is concise, highly readable and value-priced, yet it delivers the basic knowledge needed for an introductory text. The authors provide the student with an exciting, up-to-date text and an extensive supplement package.

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they've achieved that time and again. This edition is packed with the features that made it a best-seller in the first place, from study tools to updated content to an easy-to-read writing style. Plus, in this volume you'll learn more about how experts gather data and how to use it yourself to turn greater profits.

Essentials of Marketing Research

2007-07-02 Joseph F. Hair Essentials of Marketing Research concisely delivers an up-to-date review of a broad variety of marketing research topics. It takes an application-oriented approach, providing students with the tools and skills necessary to solve business problems and exploit business opportunities. The authors' years of experience in real-world marketing research is evident throughout, from their thorough treatment of qualitative research (given short shrift in many other books) to their knowledgeable coverage of sample size rules-of-thumb, conducting a background literature review, and the importance of new market research tools and techniques. Essentials of Marketing Research gives your students a strong command of market research principles, while being short enough to use alongside your favorite cases or projects.

Essentials of Marketing Research

2005 Tony Proctor Tony Proctor's Essentials of Marketing Research 4th edition offers a streamlined, traditional introduction to all the major concepts in the field of marketing research. He also discusses new developments, particularly in the areas of qualitative data analysis and marketing decisions support systems. Ideal for undergraduates studying

marketing research for the first time, MBA students, as well as anyone who seeks a basic understanding of the topic.

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