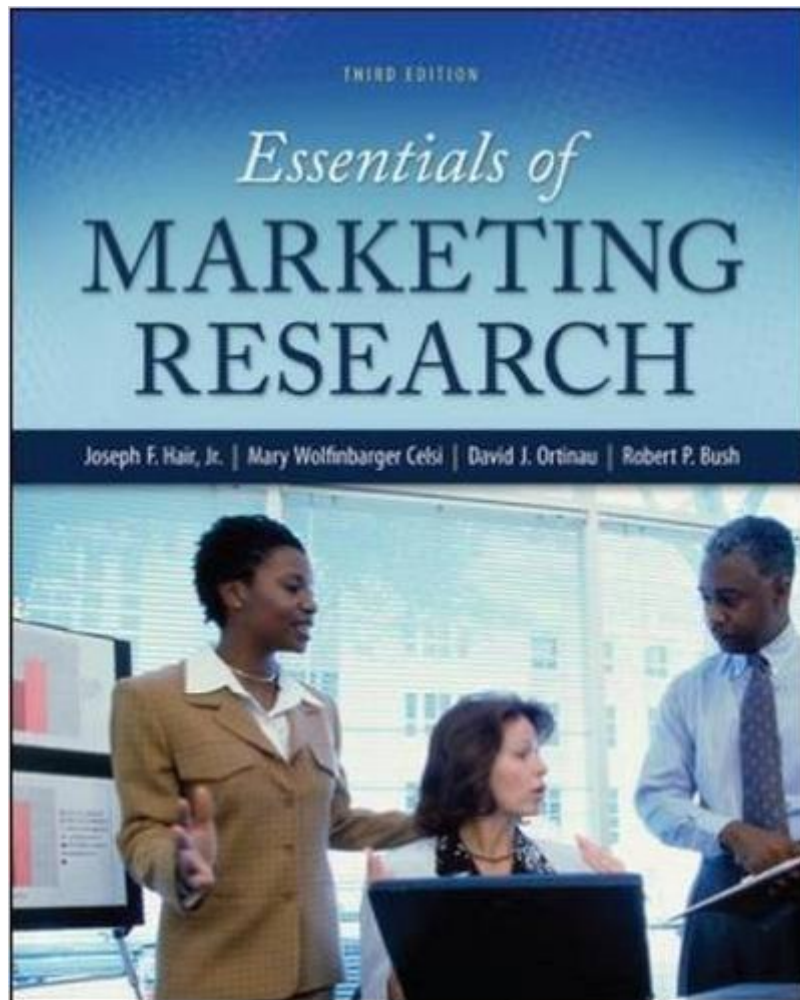


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Essentials Of Marketing Research



Synopsis

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 students a strong command of market research principles, while being short enough to use alongside cases or projects.

Book Information

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Average Customer Review: 4.1 out of 5 stars Â Â See all reviews Â (20 customer reviews)

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I needed this text for one of my final marketing classes. It arrived very promptly and in mint condition. The text is very well put together and is a must for any marketing major.

It was very dry and boring to read. However, it got me through my classes at Texas A&M. If you are

reading this for leisure I would advise you not to do so.

Good book if you are going into marketing for your career I am taking a Business administration course for my Bachelors degree.

Got here pretty quick and there were quite a number of defects but they did say there was a few on details.

Good info but it needs some color and a photo here and there to keep the reader awake.

I bought the wrong book but this had the same information as the one I needed!

Nothing noteworthy.

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