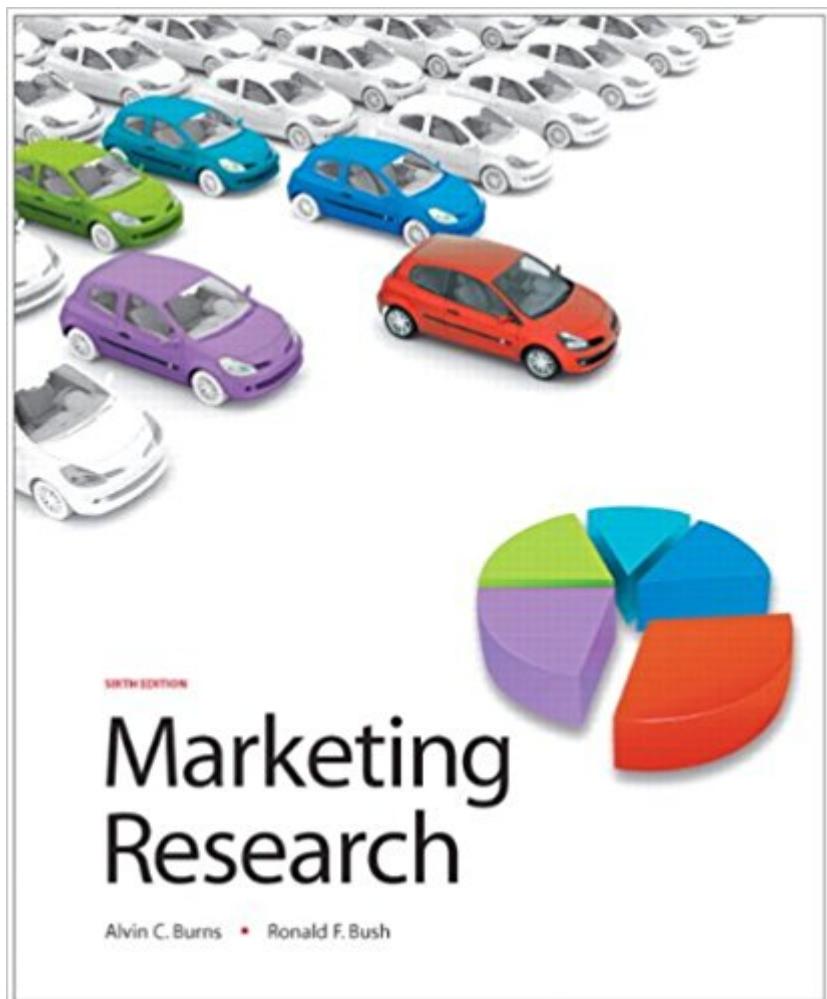


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Marketing Research (6th Edition)



Synopsis

A œœnuts and boltsâ • understanding of marketing research and provides them with extensive information on how to use it. Introducing Marketing Research; Explaining the Marketing Research Process; Describing Characteristics of the Marketing Research Industry;Â Defining the Problem and Determining Research Objectives; Understanding Research Design; Using Secondary Data and Online Information Databases;Â Comprehending Standardized Information Sources; Utilizing Exploratory and Qualitative Research Techniques; Evaluating Survey Data Collection Methods;Â Understanding Measurement in Marketing Research; Developing Questions and Designing the Questionnaire; Determining How to Select the Sample; Determining the Size of a Sample; Dealing with Field work and Data Quality Issues; Using Basic Descriptive Analysis; Performing Population Estimates and Hypothesis Tests; Implementing Basic Differences Tests; Making Use of Associations Tests; Understanding Regression Analysis Basics; Preparing the Research Report and Presentation Â Written at a level first-time marketing research readers can understand, this text provides the basic fundamentals of the statistical procedures used to analyze data.

Book Information

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industry, SPSS is used by over forty of the top 50 marketing research firms in the United States.

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This marketing research book integrates the use of the statistical package SPSS. --This text refers to an out of print or unavailable edition of this title.

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