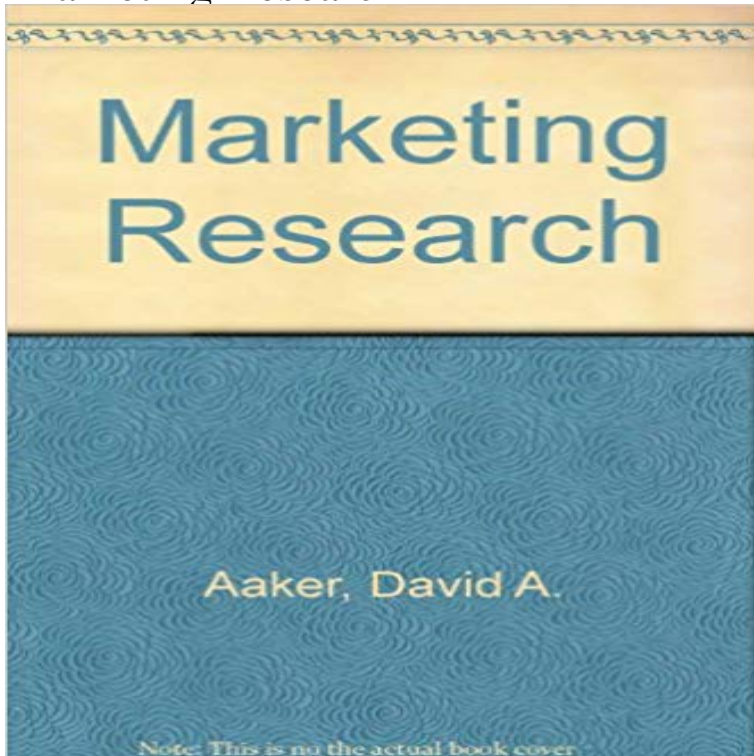


Marketing Research



Marketing Research is a revised version of one of the standard texts for marketing research. It features new material on topics like the uses of scanner data, geocoding, and ethics in research, along with many new examples and discussion questions throughout, plus ten new cases, two on ethical issues. To give students more insight into just what is and is not possible with market research the text provides complete coverage of the most current and advanced marketing research methodologies, including their limitations and potential for enhancing research results. To demonstrate to students how different kinds of research and information are used in various contexts and to make effective decisions three chapters provide in-depth discussion of applications of research in advertising, marketing analysis, forecasting and new product development. The previous edition of this book was published in 1986.

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