DESCRIPTION

The fifth edition of what was formerly know as The ESOMAR Handbook of Market and Opinion Research has been completely revised to reflect the latest approaches in the rapidly changing world of professional market research. The new Handbook stands out from earlier editions by explaining the latest research techniques and methodologies within a contemporary business context. Yet it remains an invaluable and practical day to day reference work for the modern market researcher.

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Cees de Bont is trained in economic psychology. He obtained an MSc from Tilburg University in 1987 and a PhD from the Delft University of Technology in 1992. After fulfilling his military obligations at the Royal Military Academy (KMA) and after working as an assistant professor at Tilburg University for two years, Cees joined Philips Design in 1995. At Philips Design, Cees was the founder of the Human Behaviour Research Centre. In 1997, Cees moved to one of the product divisions of Philips (Domestic Appliances and Personal Care) to become responsible for the discipline of market research and strategy. In 2002 Cees de Bont was appointed Professor of Marketing at the Vrije Universiteit in Amsterdam. This part-time academic responsibility was combined with the professional work for Philips. In 2005 Cees de Bont moved to Delft to become the dean of the faculty of Industrial Design Engineering at the Delft University of Technology. This faculty is one of the leading academic design schools worldwide. In his role as Dean, Cees de Bont is integrally responsible for the faculty (340 employees).

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