DESCRIPTION

The fifth edition of what was formerly known 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.

Truly international in outlook and approach, the Handbook combines contributions from over 40 research thought leaders and specialists from across the world including the UK, US, Europe, Australia and S.E.Asia.

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ABOUT THE AUTHOR

Mario van Hamersveld studied economics and sociology at Rotterdam University. He is Director of van Hamersveld MC specialising in international marketing, management and research. Prior to his present role, he was Marketing Development Manager of the Consumer Electronics Division of Royal Philips in Amsterdam. He served as management consultant in the
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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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