



Introducing Marketing Research

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DESCRIPTION

Many textbooks have been published on marketing research but most are very quantitative and are also too detailed for students taking a one-semester course; they do not focus on important qualitative issues such as depth interviews and focus groups - the authors redress this imbalance. Written as an introduction to marketing research, this book also includes chapters on business to business marketing research and internet marketing research. The authors adopt a practical focus and include numerous examples as well as coursework assignments.

ABOUT THE AUTHOR

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FEATURES

A key feature of this book is the balance between qualitative and quantitative aspects of marketing research.

Written as an introduction to marketing research for students taking a one-semester module.

Includes extended coverage of important topics such as international marketing research and secondary data collection.

The authors adopt a practical focus and include numerous practical examples as well as coursework assignments.

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