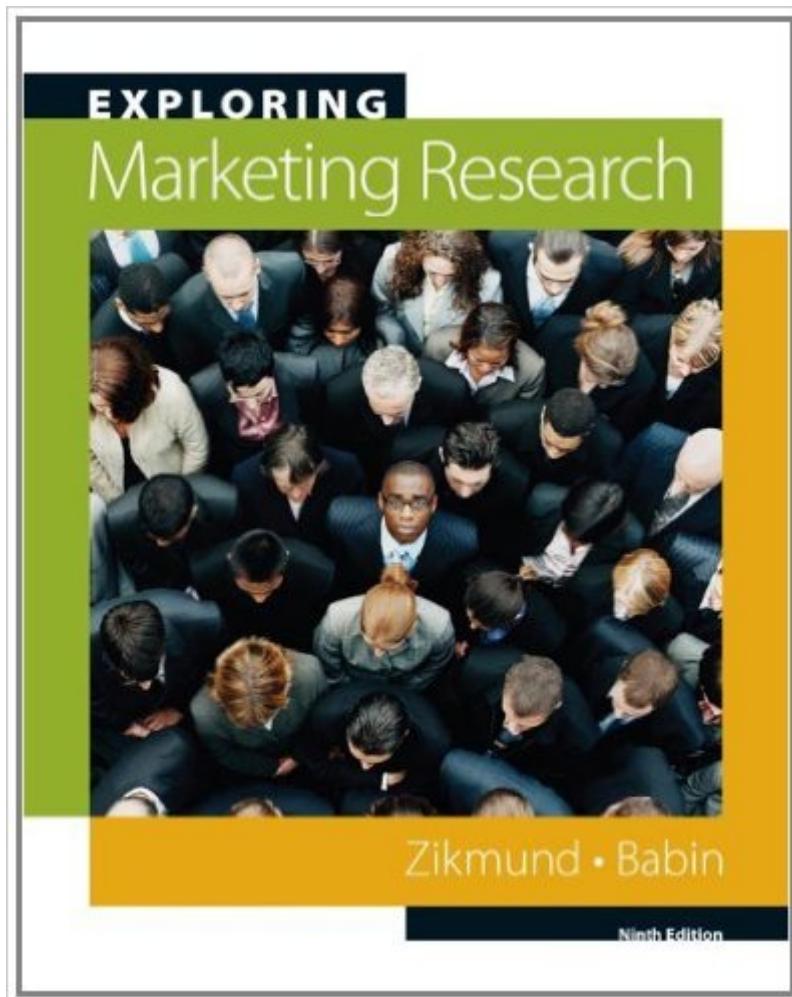


The book was found

Exploring Marketing Research (with Qualtrics Printed Access Card And DVD)



Synopsis

EXPLORING MARKETING RESEARCH deals with the design, collection, analysis, and reporting of marketing research data relevant to a firm's current and future needs. The text focuses on students as managers, not practitioners, of marketing research. Students learn about traditional types of marketing research, such as designing questionnaires, as well as the latest technological developments that facilitate marketing research including data collection devices, data analysis tools, and practical approaches to data analysis. In addition, this edition places more emphasis on ethical and international issues relating to marketing research.

Book Information

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Customer Reviews

A frequent user of college textbooks may wonder whether this book has been edited by the same person who has seemingly edited every other lousy textbook on the planet. To begin with, every definition of marketing terminology is muddled with needlessly obfuscated wording that serve to complicate simple terms rather than explain them with ease. Granted, the definition is usually buried in a single, simple sentence, but that doesn't prevent the authors from providing explanations that drone on forever (or are mind-numbingly obvious). To this book's credit, the sentences that contain the meat of these definitions are usually duplicated and isolated on the sidebars. Conceivably, you can get a better understanding of marketing from reading these sidebars and nothing else. Nevertheless, this hasn't prevented the authors from burying pertinent sentences within their muck - and the book's sales pitch in the preface sums up the irony of their perceived simplicity: "Writing Style: An accessible, interesting writing style continues as a hallmark of this book."

With a careful balance between theory and practice and a sprinkling of interesting examples and anecdotes, the writing style clarifies and simplifies the market research process."Or, translated into plain English by yours truly:"We wrote this book in an easy-to-read fashion with concise, real-world examples."Furthermore, this textbook has been thoroughly done over by the "Department of Adding Redundant Summary Sentences to Textbooks," otherwise known as re-summarizing every section with a ludicrously obvious conclusive statement beginning with the word "clearly" (e.g.: "Clearly, legs are important to human beings, because without legs, we couldn't walk.

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