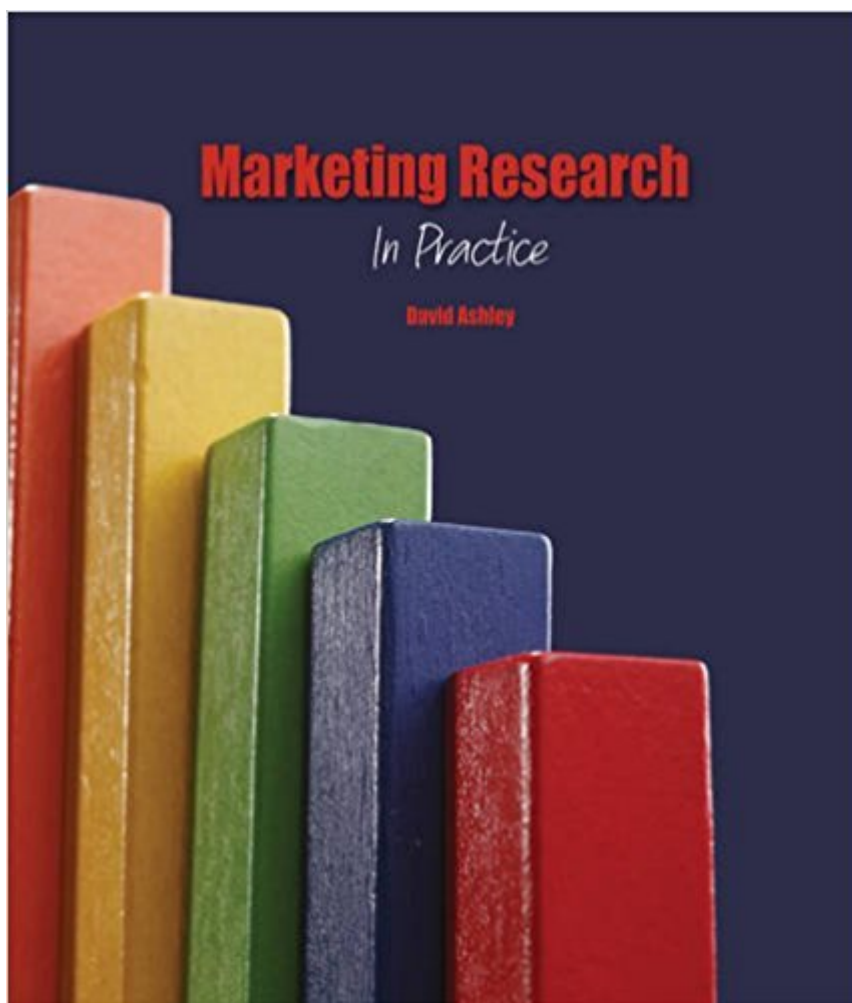




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Marketing Research: In Practice



Synopsis

Successful leaders collect and capitalize on data which come in multiple forms. It includes secondary data, interviews, focus groups, questionnaires, observation, and experimental design. They are all critical tools that connect business leaders to their customers while also helping them better understand the business challenges of the market. It is through these tools and the breakthroughs they bring that leaders discover the information they need to be successful. Academic study and practical application meet in *Marketing Research in Practice*- a practical examination of the essential components of marketing research. This book presents marketing research in a practical, application-based manner resulting in a clear understanding of the most important facets of marketing research. There are fourteen chapters which walk the reader through the entire marketing research process from research design to the final research report. *Issues in the Spotlight" features on a variety of topics at the end of the chapters for additional learning. These vignettes tap marketing research industry experts for their expertise and insight as practitioners of the profession. * Includes sample Microsoft Excel data for data analysis drills as well as a Microsoft PowerPoint slide deck for instructor use available through the publisher. * Features complete case studies in the appendix from the *Journal of Marketing Research* for examination and discussion and well as a guide on how to conduct a case analysis

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