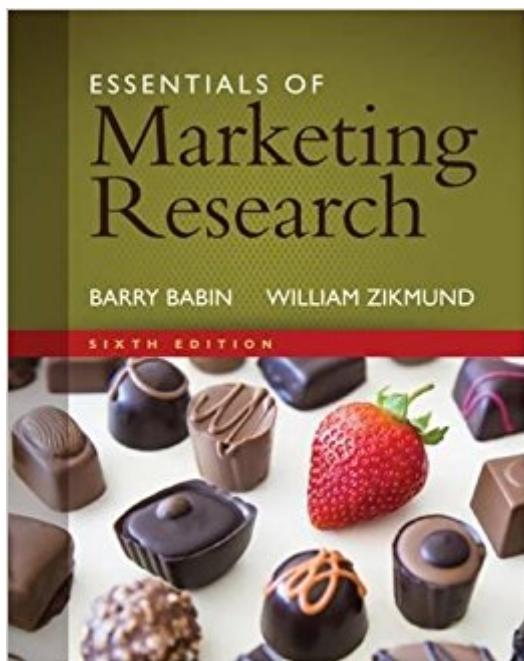


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# Essentials Of Marketing Research (with Qualtrics, 1 Term (6 Months) Printed Access Card)



## **Synopsis**

ESSENTIALS OF MARKETING RESEARCH, 6E, provides a concise, yet complete guide to the design, execution, analysis, and reporting of marketing research to support smart business decisions. Covering essential principles and techniques in a streamlined, engaging way, the text equips readers with the core knowledge and skills needed to manage marketing research effectively. This proven text provides valuable business context while introducing both traditional research methods, such as designing questionnaires, and the latest technological advances, including current data collection devices, basic data analysis tools, practical approaches to data analytics, and the impact of social media and artifactual online data. Designed specifically for readers who prefer a concise introduction to marketing research topics, the Sixth Edition of this trusted text features updates based on recent trends and technology, including an increased emphasis on ethical and international issues, reflecting their growing importance in modern marketing research.

## **Book Information**

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## **Customer Reviews**

Barry J. Babin has authored over 70 research publications in some of the most prestigious research periodicals, including the JOURNAL OF MARKETING, THE JOURNAL OF CONSUMER RESEARCH, THE JOURNAL OF BUSINESS RESEARCH, THE JOURNAL OF RETAILING, PSYCHOLOGICAL REPORTS, PSYCHOLOGY AND MARKETING, and THE JOURNAL OF THE ACADEMY OF MARKETING SCIENCE, among others. Babin is currently Max P. Watson, Jr., Professor of Business and chair of the department of marketing and analysis at Louisiana Tech

University. He has won numerous honors for his research, including the Louis K. Brandt Faculty Research Award from the University of Southern Mississippi (on three occasions), the 1996 Society for Marketing Advances (SMA) Steven J. Shaw Award, the 1997 Omerre Deserres Award for Outstanding Contributions to Retail and Service Environment Research, and the Academy of Marketing Science's Harold W. Berkman Distinguished Service Award. He is a former president of the Academy of Marketing Sciences and the Society of Marketing Advances, and he currently serves the marketing editor for the JOURNAL OF BUSINESS RESEARCH. Babin's research focuses on the effect of the service environment in creating value for employees and customers. His expertise is in building and understanding value that leads to long-lasting, mutually beneficial relationships with employees and customers. His primary teaching specialties involve consumers and service quality, marketing research, and creative problem solving. A frequent international lecturer, he has presented in Australia, South Korea, France, Germany, New Zealand, South Africa, Canada, Sweden, and the United Kingdom.

William G. Zikmund, Ph.D., was a professor of marketing at Oklahoma State University until his death in 2002. He received his bachelor of science degree in marketing from the University of Colorado, a master of science degree from Southern Illinois University, and a Ph.D. in business administration with a concentration in marketing from the University of Colorado. Professor Zikmund worked in marketing research for Conway/Millikin Company and Remington Arms Company before beginning his academic career, and he had extensive consulting experience with business and not-for-profit organizations. Professor Zikmund published dozens of articles and papers in a diverse group of scholarly journals, including the JOURNAL OF MARKETING, ACCOUNTING REVIEW, and the JOURNAL OF APPLIED PSYCHOLOGY. He was the author of the successful textbooks EXPLORING MARKETING RESEARCH, BUSINESS RESEARCH METHODS, MARKETING, and EFFECTIVE MARKETING, as well as a work of fiction: A CORPORATE BESTIARY. Professor Zikmund was a member of several professional organizations, including the American Marketing Association, the Academy of Marketing Science, the Association for Consumer Research, the Society for Marketing Advances, the Marketing Educators Association, and the Association of Collegiate Marketing Educators. He served on the editorial review boards of the JOURNAL OF MARKETING EDUCATION, MARKETING EDUCATION REVIEW, JOURNAL OF THE ACADEMY OF MARKETING SCIENCE, and JOURNAL OF BUSINESS RESEARCH. Professor Zikmund was an accomplished educator who strived to be creative and innovate in the classroom, and his books have been used in universities in Europe, Asia, Africa, South America, and North America, reaching more than a half million students worldwide.

My professor made me buy this and I never actually needed it for the class but it came in good condition so I guess I can't complain

Full disclosure: I was an editor for this book and a colleague of his. For any serious student of research this book is an excellent on the shelf reference book when it comes to understanding concepts concerning research, data quality, and a great "how-to" guide to do survey research. I used this book when I was a student of his, I edited the 4th edition of this book, and when getting my doctoral degree I used his Multivariate Analysis book (First author, Joe Hair) for my structural equation modeling class. This book explains it all, from the roots of research, the ethical standards required, how to conduct research even to how to publish research. What I liked very much about his books are they are very practical guides, complete with his personal tips on how to do quality research and is written in an not-difficult-to-understand style. I would urge you to consider this book if you need a book that requires these special qualities.

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