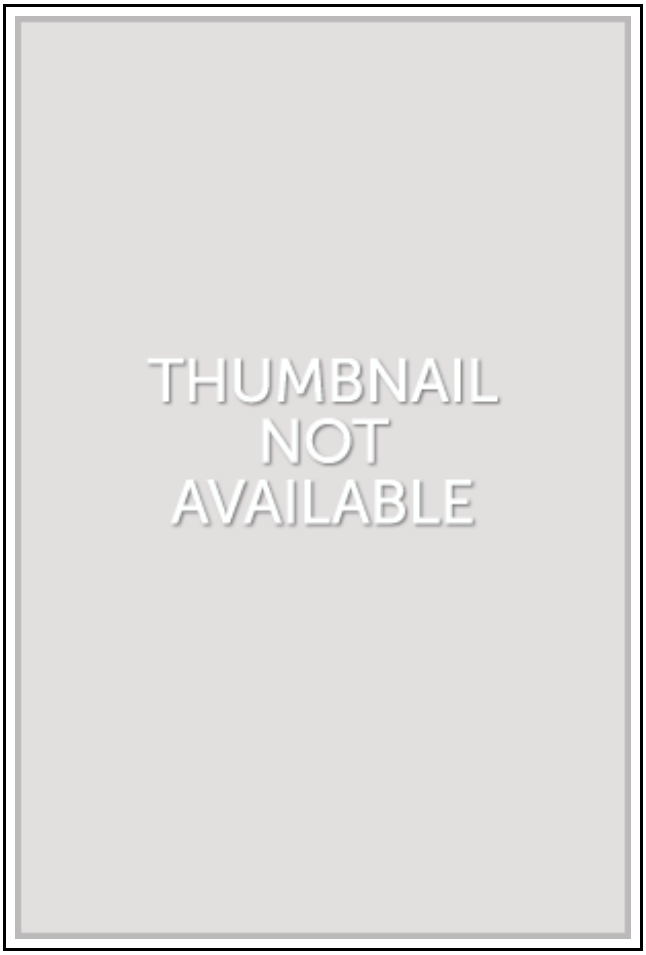
Marketing Research (Tenth Edition)



Filesize: 1.33 MB

Reviews

Completely among the finest book I have actually read through. It is probably the most remarkable book we have study. I discovered this book from my dad and i suggested this book to learn.
(Georgiana Pacocha)

MARKETING RESEARCH (TENTH EDITION)

DOWNLOAD

Wiley India Pvt. Ltd, 2011. Softcover. Book Condition: New. 5th or later edition. Marketers now have the opportunity to invest in more data research and take advantage of social networking. The new tenth edition will show them how to utilize these techniques to compliment traditional methods. New co-author Robert Leone adds his expertise on the role of marketing intelligence today. The book focuses on international market research and incorporates new case studies to present the latest information in the field. Marketers will also be able to access the book`s Web site for a list of readings, links to other key sites, sample datasets for analysis, and practice questions after each chapter. PART I - The Nature and Scope of Marketing Research Chapter 1 A Decision-Making Perspective on Marketing Intelligence Chapter 2 Marketing Research in Practice Chapter 3 The Marketing Research Process Chapter 4 Research Design and Implementation PART II - Data Collection SECTION A - Secondary and Exploratory Research Chapter 5 Secondary Sources of Marketing Data Chapter 6 Standardized Sources of Marketing Data Chapter 7 Marketing Research on the Internet Chapter 8 Information Collection: Qualitative and Observational Methods SECTION B - Descriptive Research Chapter 9 Information from Respondents: Issues in Data Collection Chapter 10 Information from Respondents: Survey Methods Chapter 11 Attitude Measurement Chapter 12 Designing the Questionnaire SECTION C - Causal Research Chapter 13 Experimentation SECTION D - Sampling Chapter 14 Sampling Fundamentals Chapter 15 Sample Size and Statistical Theory PART III - Data Analysis Chapter 16 Fundamentals of Data Analysis Chapter 17 Hypothesis Testing: Basic Concepts and Tests of Associations Chapter 18 Hypothesis Testing: Means and Proportions PART IV - Special Topics in Data Analysis Chapter 19 Correlation Analysis and Regression Analysis Chapter 20 Discriminant and Canonical Analysis Chapter 21 Factor and Cluster Analysis Chapter 22 Multidimensional Scaling...

Read Marketing Research (Tenth Edition) Online
Download PDF Marketing Research (Tenth Edition)

Related PDFs



9787538264517 network music roar(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2003-01-01 Pages: 273 Publisher: Liaoning Education Press title: music network roar...

Download Document »



Alphabet Tracing (Paperback)

Createspace, United States, 2015. Paperback. Book Condition: New. 254 x 203 mm. Language: English . Brand New Book ***** Print on Demand *****.Alphabet Tracing, Letters A-Z, provides extensive focus on alphabet tracing and printed letter...

Download Document »



Depression: Cognitive Behaviour Therapy with Children and Young People (Paperback)

Taylor Francis Ltd, United Kingdom, 2009. Paperback. Book Condition: New. 242 x 174 mm. Language: English . Brand New Book. In recent years there has been an increase in research into childhood depression, and it...

Download Document »



The Magical Animal Adoption Agency Book 2: The Enchanted Egg (Paperback)

Hyperion, United States, 2016. Paperback. Book Condition: New. Alexandra Boiger (illustrator). 198 x 129 mm. Language: English . Brand New Book. There s a new resident at the Magical Animal Adoption Agency-but this one hasn...

Download Document »



Jasmine and Mikye s Crazy Love (Paperback)

Createspace Independent Publishing Platform, United States, 2015. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****.KINDLE UNLIMITED MEMBERS READ FOR FREE A Fun and Captivating...

Download Document »