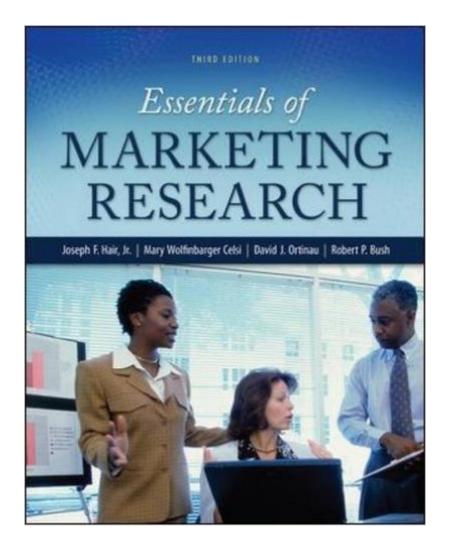
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Essentials Of Marketing Research





Synopsis

Essentials of Marketing Research concisely delivers an up-to-date review of a broad variety of marketing research topics. It takes an application-oriented approach, providing students with the tools and skills necessary to solve business problems and exploit business opportunities. The authors' years of experience in real-world marketing research is evident throughout, from their thorough treatment of qualitative research (given short shrift in many other books) to their knowledgeable coverage of sample size rules-of-thumb, conducting a background literature review, and the importance of new market research tools and techniques. Essentials of Marketing Research gives students a strong command of market research principles, while being short enough to use alongside cases or projects.

Book Information

Paperback: 432 pages Publisher: McGraw-Hill Education; 3 edition (September 4, 2012) Language: English ISBN-10: 0078028817 ISBN-13: 978-0078028816 Product Dimensions: 8 x 0.7 x 10 inches Shipping Weight: 1.6 pounds (View shipping rates and policies) Average Customer Review: 4.1 out of 5 stars Â See all reviews (20 customer reviews) Best Sellers Rank: #52,973 in Books (See Top 100 in Books) #45 in Books > Business & Money > Marketing & Sales > Marketing > Research #91 in Books > Textbooks > Business & Finance > Marketing

Customer Reviews

So I just rented the digital copy of this book and after I attempted to download it, I got an error message because it is not compatible with windows 8....no where under the description of this book have I read that it is not compatible, therefore being a broke college student, now out of 90 bucks, I am thoroughly angry and hope that something can be done about this.

I needed this text for one of my final marketing classes. It arrived very promptly and in mint condition. The text is very well put together and is a must for any marketing major.

It was very dry and boring to read. However, it got me through my classes at Texas A&M. If you are

reading this for leisure I would advise you not to do so.

Good book if you are going into marketing for your career I am taking a Business administration course for my Bachelors degree.

Got here pretty quick and there were quit a number of defects but they did say there was a few on details.

Good info but it needs some color and a photo here an there to keep the reader awake.

I bought the wrong book but this had the same information as the one I needed!

Nothing noteworthy.

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