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Nota di contenuto	Market Research Handbook; Contents; Contributors; Foreword; Editorial; Acknowledgement; PART ONE MARKET RESEARCH: THE CONTEXT, MAIN ROLES AND CORNERSTONES; 1 The Role and Changing Nature of Marketing Intelligence; 2 What is Market Research?; 3 Data Collection: Key Stone and Cornerstones; 4 The Market Research Process; PART TWO UTILISATION TOWARDS VALUE CREATION; 5 Developing a Company Strategy; 6 Research for Innovation: Defining Market Propositions; 7 Refining Market Propositions; 8 Launch and Monitoring of In-Market Performance; PART THREE SPECIFIC RESEARCH APPLICATIONS; 9 Media Research 10 Institutional and Social Research 11 Business to Business Research; 12 Research in Specific Domains: Health Care; Automotives and Telecom; 13 Youth Research; 14 Researching Diverse Individuals and Societies; 15 Opinion Polling; 16 Employee Research; 17 Mystery Shopping; 18 Customer Satisfaction; PART FOUR RECENT DEVELOPMENTS - A CLOSER LOOK; 19 The Changing Role of the Researcher; 20 Main Developments and Trends; 21 Online Market Research; 22 Data Mining and Data Fusion; 23 Ethnography and Observational Research; 24 Semiotics: What it is and What it Can Do for

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25 Creative Approaches for the Fuzzy Front End
26 Brain Science: In Search of the Emotional Unconscious; PART FIVE BACKGROUND BUILDING BLOCKS; Annex 1 The Research Brief; Annex 2 Statistics and Significance Testing; Annex 3 Demographic and Other Classifications; Annex 4 Professional Ethics and Standards; Index

Sommario/riassunto

The fifth edition of what was formerly known as The ESOMAR Handbook of Market and Opinion Research has been completely revised to reflect the latest approaches in the rapidly changing world of professional market research. The new Handbook stands out from earlier editions by explaining the latest research techniques and methodologies within a contemporary business context. Yet it remains an invaluable and practical day to day reference work for the modern market researcher. Truly international in outlook and approach, the Handbook combines contributions from over 40 research thought leaders.
