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Nota di contenuto	Cover -- Marketing Research -- Brief contents -- Contents -- Preface -- Guided tour -- Publisher's acknowledgements -- About the authors -- Introduction to marketing research -- Objectives -- Overview -- What does marketing research encompass? -- Definition of marketing research -- The marketing research process -- A classification of marketing research -- The global marketing research industry -- Justifying the investment in marketing research -- The future - Research.and the nature of skills demanded of researchers -- Supporting decision-makers in sports marketing -- International marketing research -- Ethics in marketing research -- Digital applications in marketing research -- Summary -- Questions -- Exercises -- Notes -- Defining the marketing research problem and developing a research approach -- Objectives -- Overview -- Importance of defining the problem -- The marketing research brief -- Components of the marketing research brief -- The marketing research proposal -- The process of defining the problem and developing a research approach -- Environmental context of the problem -- Discussions with decision-makers -- Interviews with industry experts -- Initial secondary data analyses -- Marketing decision problem and marketing research problem -- Defining the marketing research problem -- Components of the research approach -- Objective/theoretical framework -- Analytical model -- Research

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Sommario/riassunto

Working as a marketing researcher is an intellectually stimulating, engaging and creative occupation. Malhotra and Birks have long been regarded as offering the most applied, comprehensive and authoritative commentary on European Marketing Research, helping students to build a clear understanding of how to:diagnose and direct research questions that will support marketing decision making, appreciate what excellent research design means, utilise data collection techniques; qualitative and quantitative methods and forms of analysis, manage the ethical dilemmas and social and cultural issues faced by researchers in todays global, online world, integrate new developments in social media research with traditional marketing research methods.
