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| 1. Record Nr.           | UNISA996385438603316                                                                                                                                                                                                                                      |
| Autore                  | Downname John <d. 1652.>                                                                                                                                                                                                                                  |
| Titolo                  | A brief concordance, or table to the Bible of the last translation<br>[[electronic resource] ] : serving for the more easie finding out of the<br>most useful places therein contained [sic] / / carefully perused and<br>enlarged by Mr. John Downname . |
| Pubbl/distr/stampa      | London, : Printed by William Du-Gard for Nicolas Bourn, and are to bee<br>sold by Edward Dod and Nathanael Ekins ..., 1652                                                                                                                                |
| Descrizione fisica      | [105] p                                                                                                                                                                                                                                                   |
| Lingua di pubblicazione | Inglese                                                                                                                                                                                                                                                   |
| Formato                 | Materiale a stampa                                                                                                                                                                                                                                        |
| Livello bibliografico   | Monografia                                                                                                                                                                                                                                                |
| Note generali           | Item identified on UMI film and reel guide as D2067.<br>Reproduction of original in Huntington Library.                                                                                                                                                   |
| Sommario/riassunto      | eebo-0113                                                                                                                                                                                                                                                 |

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| 2. Record Nr.           | UNINA9910151594803321                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Autore                  | Malhotra Naresh K.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Titolo                  | Basic marketing research. / / Naresh K. Malhotra                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Pubbl/distr/stampa      | Harlow, England : , : Pearson Education, Limited, , [2014]<br>©2014                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| ISBN                    | 1-292-03378-9                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Edizione                | [Fourth edition, Pearson new international edition.]                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Descrizione fisica      | 1 online resource (675 pages) : illustrations                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Collana                 | Pearson custom library                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Disciplina              | 658.83                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Soggetti                | Marketing research                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Lingua di pubblicazione | Inglese                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Formato                 | Materiale a stampa                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Livello bibliografico   | Monografia                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Note generali           | Includes index.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Nota di bibliografia    | Includes bibliographical references at the end of each chapters and index.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Nota di contenuto       | Cover -- Table of Contents -- Appendix: Statistical Tables -- 1. Introduction to Marketing Research -- 2. Defining the Marketing Research Problem and Developing an Approach -- 3. Research Design -- 4. Exploratory Research Design: Secondary Data -- 5. Exploratory Research Design: Syndicated Sources of Secondary Data -- 6. Exploratory Research Design: Qualitative Research -- 7. Descriptive Research Design: Survey and Observation -- 8. Casual Research Design: Experimentation -- 9. Measurement and Scaling: Fundamentals and Comparative Scaling -- 10. Measurement and Scaling: Noncomparative Scaling Techniques -- 11. Questionnaire and Form Design -- 12. Sampling: Design and Procedures -- 13. Sampling: Final and Initial Sample-Size Determination -- 14. Fieldwork: Data Collection -- 15. Data Preparation and Analysis Strategy -- 16. Data Analysis: Frequency Distribution, Hypothesis Testing, and Cross-Tabulation -- 17. Data Analysis: Hypothesis Testing Related to Differences -- 18. Data Analysis: Correlation and Regression -- 19. Report Preparation and Presentation -- Case: Hewlett-Packard (HP): Using Marketing Research to Gain a Competitive Edge -- Case: Baskin-Robbins: Can It Bask in the Good 'Ole Days? -- Case: McDonald's: The World's Number One Fast-Food Company! -- Case: Boeing: Taking Flight -- Comprehensive Questions for TruEarth Healthy Foods: Market Research for a New Product Introduction -- Comprehensive Questions for Metabical: Positioning and Communications Strategy for a New Weight- |

Loss Drug -- Comprehensive Questions for Saxonville Sausage Company -- Index.

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Sommario/riassunto

For undergraduate-level courses in Marketing Research. With a hands-on, do-it-yourself approach, Malhotra offers a contemporary focus on decision making, illustrating the interaction between marketing research decisions and marketing management decisions.

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