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| Nota di bibliografia | Includes bibliographical references at the end of each chapters and index. |
| Nota di contenuto | Cover -- Marketing Research -- Contents -- Foreword by the Chair of the market research -- Preface -- Guided tour -- Acknowledgements -- The role of marketing research and customer information in decision making -- Ford - integrated customer information drives product development -- Introduction -- An integrated approach -- Marketing research: a definition -- The customer database: a definition -- User-generated content: a definition -- The marketing concept and the need for marketing information -- The information explosion -- The marketing research and database industry -- The professional bodies and associations in the marketing research industry -- Maintaining the distinction between marketing research and direct marketing -- Summary and an integrated approach -- Discussion questions -- Additional reading -- References -- The marketing research process -- Virgin Atlantic - journeys to work -- Introduction -- Stage 1: identification of problems and opportunities -- Stage 2: formulation of research needs/research brief -- Stage 3a: selection of research provider/agency -- Stage 3b: creation of research design/choice of research method -- Stage 4: collection of secondary data -- Stage 5: collection of primary data -- Stage 6: analysis of data -- Stage 7: preparation and presentation of research findings and recommendations -- Managing the client/agency relationship -- Ethics in marketing research -- Summary and an integrated approach -- Discussion questions -- Additional reading -- References -- Secondary |

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Sources of secondary data -- The customer database -- A database as
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research defined -- Categories of observation -- Specific observation
methods -- Ethical issues in observation research -- Summary and an
integrated approach -- Discussion questions -- Additional reading --
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Analysis of qualitative data -- Interpretation of the data -- Another
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-- Step 2: select question and response formats -- Step 3: select
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newspaper media research and understanding the readers -- Case 5: Birmingham Airport - researching customer satisfaction -- Case 6: Gu - establishing a community for research. Case 7: English rugby - researching participation -- Case 8: Malta and MTV - researching attitudes -- Case 9: Allied Domecq - researching lifestyles -- Case 10: Dove - researching beauty for a communications campaign -- Current issues in marketing research -- Issue 1: Marketing research versus customer insight -- Issue 2: Merging marketing research with customer databases -- Issue 3: Observation and surveillance cameras -- Issue 4: Declining response rates -- Issue 5: Challenges of business-to-business research -- Issue 6: Difficulties in achieving representative samples -- Issue 7: Research and social media -- Issue 8: Multi-mode interviewing -- Issue 9: Using technology for data collection -- Issue 10: Clients going direct to respondents -- Issue 11: International research -- Issue 12: The respondents' view of research -- Appendix 1 Statistical tables -- Appendix 2 Snap Getting Started Guide -- Glossary -- Index.

Sommario/riassunto

Marketing Research: An Integrated Approach, 3rd Edition, is invaluable for anyone studying marketing research at a degree or diploma level and is core reading for those students taking the joint module on Marketing Research and Information offered by the Chartered Institute of Marketing and The Market Research Society. The book places research in the bigger picture of marketing and demonstrates how an understanding of marketing research is a key requirement of any effective marketing professional. The text integrates the key concepts and techniques of marketing research with the management of customer information from databases, loyalty cards and customer files. Marketing Research is written in a clear and accessible style using many examples, real-life case histories and discussions of current issues in marketing research and customer information management that makes it very suitable for supporting the delivery of single semester modules on marketing research. Online resources include an Instructors Manual and PowerPoint slides for instructors, along with a free CD incorporating a demo version of SNAP, one of the leading fully-integrated survey software packages for questionnaire design, data collection and analysis.
