

1. Record Nr.	UNINA9910458868603321
Autore	Nair Suja R
Titolo	Marketing research [[electronic resource] /] / Suja R. Nair
Pubbl/distr/stampa	Mumbai [India], : Himalaya Pub. House, 2009
ISBN	1-64287-607-0 1-282-79895-2 9786612798955 93-5044-036-9 1-4416-6082-8 600-00-2673-0
Edizione	[Rev. ed.]
Descrizione fisica	1 online resource (283 p.)
Disciplina	658.8/34
Soggetti	Marketing research Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references. Includes bibliographical references and index.
Nota di contenuto	pt. 1. Introduction, nature and scope of marketing research -- pt. 2. Methods of collecting data -- pt. 3. Research process & analysis -- pt. 4. Information and applications of marketing research -- pt. 5. Cases.
Sommario/riassunto	This book on Marketing Research will take the reader through the major topics relevant to the subject starting from the Basic Concepts and Research Design, through the research process to the applications. A micro-macro approach has been used in the coverage of the various topics in this book. The flow of the book is maintained by using simple language which can be easily understood throughout. Wherever possible the subject matter is supported by real Indian examples. The book's Specific Features include::: A decision research approach.; Practical illustrations especially on discussions involv