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SOURCES OF SECONDARY DATA INFORMATION ON ONLINE MARKETS; SEARCHING ONLINE; SUMMARY; BIBLIOGRAPHY; WEBSITES; CHAPTER 5 Observation Research; INTRODUCTION; DEFINITIONS OF OBSERVATION RESEARCH; OBSERVATION STRENGTHS; OTHER OBSERVATION TECHNIQUES; ETHICS IN OBSERVATION RESEARCH; HOW IS OBSERVATION RESEARCH USED?; SUMMARY; BIBLIOGRAPHY; WEBSITES; CHAPTER 6 Qualitative Research; INTRODUCTION; QUALITATIVE RESEARCH DEFINED; RESEARCH APPLICATIONS; DATA COLLECTION TECHNIQUES IN QUALITATIVE RESEARCH; ONLINE QUALITATIVE RESEARCH; ANALYSIS OF QUALITATIVE DATA; SUMMARY; BIBLIOGRAPHY; WEBSITES  
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Sommario/riassunto

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