

1. Record Nr.	UNINA9910462177303321
Titolo	The marketing research guide / / Robert E. Stevens [and others]
Pubbl/distr/stampa	London, : Routledge, ©2008
ISBN	1-283-70967-8 0-203-05045-2 1-136-42212-9
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (443 p.)
Altri autori (Persone)	StevensRobert E. <1942-> WrennBruce SherwoodPhilip K RuddickMorris E
Disciplina	658.8/3
Soggetti	Marketing research Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"Transferred to digital printing 2008 by Routledge; published by Best Business Books, an imprint of Haworth Press."--Title page verso.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; The Marketing Research Guide; Copyright; CONTENTS; Preface; Acknowledgments; Chapter 1 Introduction to Marketing Research; THE MARKETING DECISION ENVIRONMENT; MARKETING RESEARCH; MARKETING RESEARCH AND DECISION MAKING; STRATEGIC VERSUS TACTICAL INFORMATION NEEDS; RESEARCH FOR STRATEGIC DECISIONS; STEPS IN A MARKETING RESEARCH PROJECT; APPLICATIONS OF MARKETING RESEARCH; MARKETING INFORMATION SYSTEMS; SUMMARY; WORKSHEET; Chapter 2 Research Designs for Management Decisions; THE DECISION-MAKING PERSPECTIVE OF RESEARCH; THE RESEARCH DESIGN DECISION PROCESS; TYPES OF RESEARCH DESIGNS SUMMARYWORKSHEET; Chapter 3 Experimentation; WHAT IS EXPERIMENTATION?; TERMINOLOGY; VALIDITY AND EXPERIMENTATION; FIELD VERSUS LABORATORY EXPERIMENTS; EXPERIMENTAL DESIGN SYMBOLS; ETHICS AND EXPERIMENTATION; EXPERIMENTAL RESEARCH DESIGNS; LIMITATIONS OF CAUSAL RESEARCH; EX POST FACTO RESEARCH; TEST MARKETING; SUMMARY; WORKSHEET; Chapter 4 Measurement; WHAT IS TO BE MEASURED?; WHO IS TO BE MEASURED?;

HOW TO MEASURE WHAT NEEDS TO BE MEASURED; IMPROVING THE MEASUREMENT PROCESS; DEVELOPING VALID AND RELIABLE MEASUREMENT INSTRUMENTS; SUMMARY; WORKSHEET; Chapter 5 Introduction to Data Collection
 SOURCES OF DATA; TYPES OF DATA; SECONDARY DATA SOURCES; SECONDARY DATA SOURCES ON THE WORLD WIDE WEB; YOUR LOCAL LIBRARY; USES OF SECONDARY DATA; PRIMARY DATA; TYPES OF PRIMARY DATA; METHODS OF COLLECTING PRIMARY DATA; PROCEDURES OF THE COMMUNICATION METHOD; PERSONAL INTERVIEWING; TELEPHONE INTERVIEWING; MAIL SURVEYING; STRENGTHS AND WEAKNESSES OF COMMUNICATION METHODS; PROCEDURES OF THE OBSERVATION METHOD; SUMMARY; WORKSHEET; Chapter 6 Designing the Data-Gathering Instrument; GOALS OF A QUESTIONNAIRE; CLASSIFICATION OF QUESTIONS; STEPS IN DESIGNING A QUESTIONNAIRE; SUMMARY; WORKSHEET
 Chapter 7 Fielding the Data-Gathering Instrument; PLANNING; GUIDELINES FOR INTERVIEWERS; INTERVIEWING RELATIONSHIP; INTERVIEWING SITUATION; THE ACTUAL INTERVIEW; GENERAL RULES OF FIELDING A RESEARCH PROJECT; ERRORS IN DATA COLLECTION; TYPES OF NONSAMPLING ERRORS; SUMMARY; WORKSHEET; Chapter 8 Sampling Methods and Sample Size; WHAT IS SAMPLING?; SAMPLING DECISION MODEL; WHAT IS A "SIGNIFICANT" STATISTICALLY SIGNIFICANT DIFFERENCE?; SUMMARY; WORKSHEET; Chapter 9 Analyzing and Interpreting Data for Decisions; FROM DATA TO DECISIONS; DATA SUMMARY METHODS; CROSS-TABULATION ADVANCED ANALYTICAL TECHNIQUES; SUMMARY; WORKSHEET; Chapter 10 Advanced Data Analysis; MARKETING RESEARCH AND STATISTICAL ANALYSIS; HYPOTHESIS TESTING; MEASURES OF ASSOCIATION; SUMMARY; WORKSHEET; Chapter 11 The Research Report; TYPES OF WRITTEN REPORTS; REPORT FORMAT; ORAL REPORTS; PRESENTING STATISTICAL DATA; SUMMARY; WORKSHEET; Chapter 12 Industrial and International Market Research; INDUSTRIAL MARKET RESEARCH; APPROACHING THE INDUSTRIAL MARKET RESEARCH PROJECT; INTERNATIONAL MARKET RESEARCH; SURVEY DATA-GATHERING METHODOLOGY DECISIONS; TYPES OF INTERVIEWS
 THE IMPORTANCE OF RELEVANT MARKET INFORMATION

Sommario/riassunto

Get the tools you need for effective market research?including Internet surveys!The Marketing Research Guide: Second Edition is the newest edition of the Haworth marketing research classic that now includes Internet sources of data, Internet surveys, and an added advanced statistical analysis chapter. Step-by-step instructions take practitioners through the entire marketing research process. Worksheets, sample proposals, questionnaires, and a copy of a final report foster complete understanding of the tools and techniques of marketing research.The Marketing Research Gui