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Nota di contenuto	Brief Contents; Detailed Contents; Preface; Acknowledgments; PART I: Challenges to Marketing Research; 1 - New Roles for Marketing Researchers; PART II: Quantitative Marketing Research; 2 - Research ROI Analysis; 3 - Combining Data Mines and Attitude Research; 4 - The 21st Century Development of Products; 5 - Behavioral Economics; 6 - State-of-the-Science Market Segmentation; 7 - Marketing Accountability; PART III: Qualitative Marketing Research; 9 - Consumer Anthropology as a Framework for the Use of Ethnography in Market Research; 10 - Diving Deep; 11 - Crowdsourcing and Consumer Insights PART IV: Customer Motivation 12 - Understanding Consumer Emotions; 13 - Neuroimaging and Marketing Research; 14 - Using Empathy and Narrative to Ignite Research; 15 - Standing Waves; PART V: Marketing Research Industry Trends; 16 - Mixed Methods in Marketing Research; 17-Kaden-46766; 17 - Improving a Firm's Financial Performance Using Advanced Analytical Insights; 18 - Panel Online Survey and Research Quality; 19 - RFID in Research; 20 - Is the Future in Their Hands?; EPILOGUE: The Futures of Marketing Research; References; Index;

About the Editors; About the Contributors

Sommario/riassunto

Designed for advanced business students, marketing research academics, practitioners and consultants, this text provides guidance on how to master, apply, and disseminate knowledge of recent innovative developments in marketing research.