Record Nr. UNINA9910783218503321 The state of research in marketing [[electronic resource] /] / guest **Titolo** editors: Nick Lee and John Saunders Pubbl/distr/stampa Bradford, England, : Emerald Group Publishing, c2005 **ISBN** 1-280-34702-3 9786610347025 1-84544-260-1 Descrizione fisica 1 online resource (177 p.) Collana European journal of marketing; v. 39, no. 3/4 Altri autori (Persone) LeeNick SaundersJohn Disciplina 658.8 Soggetti Marketing Research Lingua di pubblicazione Inglese Formato Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. CONTENTS; EDITORIAL REVIEW BOARD; GUEST EDITORIAL - Whither Nota di contenuto research in marketing?; Where are we and where are we going? The status and future of research in marketing; Beyond incommensurability? Empirical expansion on diversity in research; Grounded theory, ethnography and phenomenology A comparative analysis of three qualitative strategies for marketing research; Qualitative research in marketing Road-map for a wilderness of complexity and unpredictability; The rise and fall of the Latin Square in marketing: a cautionary tale Equivalence of survey data: relevance for international marketingThe evolution of "classical mythology" within marketing measure development; Long life to marketing research: a postmodern view; About the authors; Call for papers Features pieces from leading figures in the field such as John Saunders, Sommario/riassunto Evert Gummesson and Dale Littler. A number of the UK authors are key people with regard to the UK Academy of Marketing. The e-book looks at positive and negative aspects of the current status of marketing research.