

1. Record Nr.	UNINA9910786444303321
Titolo	The essentials of marketing research // Lawrence S. Silver. [et al.]
Pubbl/distr/stampa	New York, N.Y. : , : Routledge, , 2013
ISBN	1-136-59323-3 0-203-18259-6 1-283-84167-3 1-136-59324-1
Edizione	[3rd ed.]
Descrizione fisica	1 online resource (365 p.)
Altri autori (Persone)	SilverLawrence S. <1948-> WrennBruce
Disciplina	658.8/3
Soggetti	Marketing research
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Rev. ed. of: Marketing research : text and cases / Bruce Wrenn, Robert E. Stevens, David L. Loudon. 2nd ed.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; The Essentials of Marketing Research; Title Page; Copyright Page; Table of Contents; About the Authors; Acknowledgments; PART I The Marketing Research Process and Decision Making; 1 Introduction to Marketing Research; 2 Ethics in Marketing Research; PART II Secondary Data and Research Designs; 3 Secondary Data; 4 Research Designs: Exploratory and Qualitative Research; 5 Research Design: Descriptive and Causal Research; PART III Measurement, Data Collection, and Sampling; 6 Measurement; 7 Primary Data Collection; 8 Designing the Data-gathering Instrument 9 Sampling Methods and Sample Size 10 Fielding the Data-gathering Instrument; PART IV Data Analysis and Reporting; 11 Analyzing and Interpreting Data for Decisions; 12 Advanced Data Analysis; 13 The Research Report; PART V Cases; Case 1 Lone Pine Kennel Club; Case 2 Silver Jewelry Stores; Case 3 Select Hotels of North America; Case 4 River Pines School: A; Case 5 River Pines School: B; Case 6 Gary Branch, CPA; Case 7 Juan Carlos' Mexican Restaurant; Case 8 Usedcars.com; Case 9 Welcome Home Church; Case 10 The Learning Source; Case 11 Madison County Country Club; Case 12 Plasco, Inc. Case 13 St John's School Case 14 The Webmasters; Case 15 House of

Topiary; Case 16 Professional Home Inspection; Case 17 Europska Databanka; Case 18 Northside Chiropractic Services; Case 19 Internet Versus Mail Surveys; Case 20 Louisiana Purchase Gardens and Zoo; Case 21 Mac's Sausage Company; Case 22 The Online Marketplace; Case 23 Victorian Rose Gift and Flower Shop; Case 24 MCS Publishing Company; Notes; Index

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Sommario/riassunto

Identifying and assessing the ways in which changes in the marketing mix affect consumer behavior is key to a successful marketing strategy. The Essentials of Marketing Research guides the student in designing, conducting and interpreting marketing research. This comprehensive textbook covers the full range of topics, including: Secondary research and data mining Internet marketing research Qualitative and exploratory research Statistical analysis Marketing research ethics With learning objectives at the beginning of each

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