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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
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

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**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.

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