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Nota di contenuto	Chapter 1. The Nature and Scope of Global Marketing Research -- Chapter 2. Marketing Research in The Global Environment -- Chapter 3. Global Marketing Research Process -- Chapter 4. Preliminary Stages of The Research Process -- Chapter 5. Secondary Data -- Chapter 6. Marketing Research on The Internet -- Chapter 7. Primary Data Research -- Chapter 8. Qualitative and Observational Research -- Chapter 9. Survey Research -- Chapter 10. Development of Scales -- Chapter 11. Questionnaire Design -- Chapter 12. Sampling -- Chapter 13. Simple Data Analysis -- Chapter 14. Advanced Data Analysis -- Chapter 16. Presenting The Results -- Chapter 17. Asia-Pacific --

Chapter 18. Europe -- Chapter 19. Latin America -- Chapter 20. Middle East and Africa -- Chapter 21. North America -- Chapter 22. The Future of Global Marketing Research. Case Studies -- Case I. Starbucks -- Going to the Source -- Case II. Tesla's Trademark Troubles -- Case III. Segmenting Indian Households -- Case IV. Subaru -- A Problem of Plenty -- Case V. Millennials at Work.

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### Sommario/riassunto

This book provides a practical, detailed, and well-documented guide that takes students and market researchers through all phases of developing and conducting global marketing research. This book not only accounts for the recent developments in the scope and extent of global marketing research, but also examines advances in both quantitative and qualitative research techniques, and the impact of the Internet on research in the global environment. It includes coverage of all phases involved in designing and executing global marketing research -- from analyzing the nature and scope of the research to the preliminary stages, gathering data, designing the questionnaires, sampling, and presenting the data. Numerous country-specific examples and case studies will add to the understanding of the concepts laid out in the book. This edition features updates related to leveraging the power of AI, Internet of Things, machine learning, blockchain, robotics, the metaverse, and other emerging technologies that are impacting the way in which marketing research is performed. With an instructor's manual as well as PPT slides covering major topics within the chapters, in addition to numerous cases, this text provides the most current and relevant information about the global marketing research industry and outlines the necessary techniques that can guide researchers in their work. Dr. V. Kumar (VK) is the Professor of Marketing and the Goodman Academic-Industry Partnership Professor in the Goodman School of Business at Brock University, ON, Canada. Prior to joining Brock, VK has held several Endowed Distinguished Faculty Positions in the U.S., and Distinguished Fellowships across universities worldwide, including the Chang Jiang Scholar, HUST, China. VK has also been honored as a Legend in Marketing through the 10-Volume Legends in Marketing series published by Sage Publications with commentaries from scholars worldwide. Professor Kumar has published over 300 scholarly papers and 30 books, received over 20 Lifetime Achievement Awards, and over 25 Research and Teaching Excellence Awards. The American Marketing Association has instituted the V Kumar Mentorship Award to honor his contributions in mentoring future generation of scholars. Professor Kumar has served as the Editor-in-Chief of the Journal of Marketing (2014–2018) and serves/served as the Department Editor of POM, the Consulting Editor of JIBS, and the Senior Consulting Editor of Elsevier Marketing Journals. Global Fortune 500 firms have implemented many of VK's ideas and models in multiple areas of marketing and operations which have resulted in gains of over multi-billion dollars.

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