

1. Record Nr.	UNISA996339139103316
Autore	Birn Robin
Titolo	The effective use of market research [[electronic resource]] : how to drive and focus better business decisions // Robin J. Birn
Pubbl/distr/stampa	London ; ; Sterling, VA, : Kogan Page, 2004
ISBN	1-280-22245-X 9786610222452 0-7494-4582-3
Edizione	[4th ed.]
Descrizione fisica	1 online resource (242 p.)
Collana	Market research in practice
Disciplina	658.8/3 658.83
Soggetti	Marketing research Decision making Strategic planning Success in business
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Key to making good decisions -- Getting the information you really need -- The best research techniques anyone can use -- What to measure and how to measure it -- You have the information, now use it -- Making sure that the customers are happy -- Tracking trends and changing decisions -- Getting the most out of business relationships with research companies -- Using research to grow your business.
Sommario/riassunto	More and more companies today are using market research techniques to find new markets, products and customers, and to improve management and marketing decision making. This established business classic looks at the circumstances in which market research is necessary, and explains what management can expect from research, and the type of management and marketing decision that may be taken as a result.