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Titolo	Essentials of marketing research : a hands-on approach // Naresh K. Malhotra
Pubbl/distr/stampa	Boston : , : Pearson, , [2015] Â©2015
ISBN	1-292-07514-7
Edizione	[Global edition.]
Descrizione fisica	1 online resource (468 pages) : illustrations
Collana	Always Learning
Disciplina	658.83
Soggetti	Marketing research
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Cover -- Brief Contents -- Contents -- Foreword -- Preface -- About the Author -- Part 1: Introduction and Early Phases of Marketing Research -- Chapter 1: Introduction to Marketing Research -- Overview -- Learning Objectives -- Definition of Marketing Research -- A Classification of Marketing Research -- The Marketing Research Process -- Step 1: Defining the Problem -- Step 2: Developing an Approach to the Problem -- Step 3: Formulating a Research Design -- Step 4: Doing Field Work or Collecting Data -- Step 5: Preparing and Analyzing Data -- Step 6: Preparing and Presenting the Report -- The Role of Marketing Research in Marketing Decision Making -- The Decision to Conduct Marketing Research -- The Marketing Research Industry -- Selecting a Research Supplier -- Careers in Marketing Research -- The Role of Marketing Research in MIS and DSS -- International Marketing Research -- Marketing Research and Social Media -- Ethics in Marketing Research -- Summary -- Companion Website -- Key Terms and Concepts -- Suggested Cases and Video Cases -- Live Research: Conducting a Marketing Research Project -- Acronyms -- Review Questions -- Applied Problems -- Internet Exercises -- Online Video Case 1.1: Burke: Learning and Growing Through Marketing Research -- Chapter 2: Defining the Marketing Research Problem and Developing an Approach -- Overview -- Learning Objectives -- The Importance of Defining The Problem -- The Process of Defining the Problem and Developing an Approach -- Tasks

Involved in Problem Definition -- Discussions with Decision Makers -- Interviews with Industry Experts -- Secondary Data Analysis -- Qualitative Research -- Environmental Context of The Problem -- Past Information and Forecasts -- Resources and Constraints -- Objectives -- Buyer Behavior -- Legal Environment -- Economic Environment -- Marketing and Technological Skills.

Management Decision Problem and Marketing Research Problem -- Defining the Marketing Research Problem -- Components of the Approach -- Analytical Framework and Models -- Research Questions and Hypotheses -- Specification of Information Needed -- International Marketing Research -- Marketing Research and Social Media -- Approach to the Problem -- Ethics in Marketing Research -- Summary -- Companion Website -- Key Terms and Concepts -- Suggested Cases and Video Cases -- Live Research: Conducting a Marketing Research Project -- Acronyms -- Review Questions -- Applied Problems -- Internet Exercises -- Online Video Case 2.1: Accenture: The Accent is in the Name -- Part 2: Research Design Formulation -- Chapter 3: Research Design, Secondary and Syndicated Data -- Overview -- Learning Objectives -- Research Design Definition -- Basic Research Designs -- Exploratory Research -- Descriptive Research -- Causal Research -- Primary Versus Secondary Data -- Advantages and Disadvantages of Secondary Data -- Criteria for Evaluating Secondary Data -- Specifications: Methodology Used to Collect the Data -- Error: Accuracy of the Data -- Currency: When the Data Were Collected -- Objective: The Purpose for the Study -- Nature: The Content of the Data -- Dependability: How Dependable Are the Data? -- Classification of Secondary Data -- Internal Secondary Data -- Customer Databases -- Data Warehouse and Data Mining -- CRM and Database Marketing -- External Secondary Data -- Business/Nongovernment Data -- Government Sources -- The Nature of Syndicated Data -- A Classification of Syndicated Services -- Syndicated Services for Consumer Data -- Surveys -- Purchase and Media Panels -- Electronic Scanner Services -- Syndicated Services for Institutional Data -- Retailer and Wholesaler Audits -- Industry Services.

Combining Information from a Variety of Sources: Single-Source Data -- How to Conduct an Online Search for External Secondary Data -- International Marketing Research -- Marketing Research and Social Media -- Ethics in Marketing Research -- Summary -- Companion Website -- Key Terms and Concepts -- Suggested Cases and Video Cases -- Live Research: Conducting a Marketing Research Project -- Acronyms -- Review Questions -- Applied Problems -- Internet Exercises -- Online Video Case 3.1: National Football League: The King of Professional Sports -- Chapter 4: Qualitative Research -- Overview -- Learning Objectives -- Primary Data: Qualitative Versus Quantitative Research -- A Classification of Qualitative Research Procedures -- Focus Group Interviews -- Characteristics -- Planning and Conducting Focus Groups -- Advantages and Disadvantages of Focus Groups -- Online Focus Groups -- Advantages and Disadvantages of Online Focus Groups -- Depth Interviews -- Conducting Depth Interviews -- Advantages and Disadvantages of Depth Interviews -- Projective Techniques -- Word Association -- Sentence Completion -- Picture Response and Cartoon Test -- Role Playing and Third-Person Techniques -- Advantages and Disadvantages of Projective Techniques -- Other Methods of Qualitative Research -- Ethnography and Netnography -- Mystery Shopping -- International Marketing Research -- Marketing Research and Social Media -- Focus Groups -- Depth Interviews -- Projective Techniques -- Limitations -- Ethics in Marketing Research -- Summary -- Companion Website -- Key Terms

and Concepts -- Suggested Cases and Video Cases -- Live Research: Conducting a Marketing Research Project -- Acronyms -- Review Questions -- Applied Problems -- Internet Exercises -- Online Video Case 4.1: Nike: Associating Athletes, Performance, and the Brand -- Chapter 5: Survey and Observation -- Overview. Learning Objectives -- Survey Methods -- Survey Methods Classified by Mode of Administration -- Telephone Methods -- Traditional Telephone Interviews -- Computer-Assisted Telephone Interviewing -- Advantages and Disadvantages of Telephone Interviewing -- Personal Methods -- Personal In-Home Interviews -- Advantages and Disadvantages of In-Home Interviewing -- Mall-Intercept Personal Interviews -- Advantages and Disadvantages of Mall Intercepts -- Computer-Assisted Personal Interviewing -- Advantages and Disadvantages of CAPI -- Mail Methods -- Mail Interviews -- Mail Panels -- Advantages and Disadvantages of Mail Surveys -- Electronic Methods -- E-mail Surveys -- Internet Surveys -- Advantages and Disadvantages of Electronic Methods -- Some Other Survey Methods -- Criteria for Selecting a Survey Method -- Improving Survey Response Rates -- Prior Notification -- Incentives -- Follow-Up -- Other Facilitators of Response -- Observation Methods -- Personal Observation -- Mechanical Observation -- A Comparison of Survey and Observation Methods -- Relative Advantages of Observation -- Relative Disadvantages of Observation -- International Marketing Research -- Marketing Research and Social Media -- Surveys -- Observation -- Ethics in Marketing Research -- Summary -- Companion Website -- Key Terms and Concepts -- Suggested Cases and Video Cases -- Live Research: Conducting a Marketing Research Project -- Acronyms -- Review Questions -- Applied Problems -- Internet Exercises -- Online Video Case 5.1: Starbucks: Staying Local While Going Global Through Marketing Research -- Chapter 6: Experimentation and Causal Research -- Overview -- Learning Objectives -- Concept of Causality -- Conditions for Causality -- Concomitant Variation -- Time Order of Occurrence of Variables -- Absence of Other Possible Causal Factors -- Role of Evidence. What is Experimentation? -- Definitions and Concepts -- Independent Variables -- Test Units -- Dependent Variables -- Extraneous Variables -- Random Assignment to Experimental and Control Groups -- Experiment -- Experimental Design -- Definition of Symbols -- Validity in Experimentation -- Internal Validity -- External Validity -- Controlling Extraneous Variables -- A Classification of Experimental Designs -- Pre-experimental Designs -- One-Shot Case Study -- One-Group Pretest-Posttest Design -- Static Group Design -- True Experimental Designs -- Pretest-Posttest Control Group Design -- Posttest-Only Control Group Design -- Statistical Designs -- Factorial Design -- Selecting an Experimental Design -- Experimentation on the Web -- Experimental Versus Nonexperimental Designs -- Limitations of Experimentation -- Cost -- Administration -- Application: Test Marketing -- International Marketing Research -- Marketing Research and Social Media -- Ethics in Marketing Research -- Summary -- Companion Website -- Key Terms and Concepts -- Suggested Cases and Video Cases -- Live Research: Conducting a Marketing Research Project -- Acronyms -- Review Questions -- Applied Problems -- Internet Exercises -- Online Video Case 6.1: AFLAC: Marketing Research Quacks a Duck -- Chapter 7: Measurement and Scaling -- Overview -- Learning Objectives -- Measurement and Scaling -- Primary Scales of Measurement -- Nominal Scale -- Ordinal Scale -- Interval Scale -- Ratio Scale -- Comparative and Noncomparative Scaling Techniques -- Comparative Scaling Techniques -- Paired

Comparison Scaling -- Rank-Order Scaling -- Constant Sum Scaling -- Noncomparative Scaling Techniques -- Continuous Rating Scale -- Itemized Rating Scales -- Multi-Item Scales -- Scale Evaluation -- Reliability -- Validity -- Relationship Between Reliability and Validity -- Choosing a Scaling Technique.
International Marketing Research.

Sommario/riassunto

For courses in Marketing Research at two- and four-year colleges and universities An engaging, do-it-yourself approach to marketing research Essentials of Marketing Research: A Hands-On Orientation presents a concise overview of marketing research via a do-it-yourself approach that engages students. Building on the foundation of his successful previous titles-Basic Marketing Research: Integration of Social Media and Marketing Research: An Applied Orientation-author Naresh Malhotra covers concepts at an elementary level, deemphasizing statistics and formulas. Sensitive to the needs of today's undergraduates, Malhotra integrates online and social media content, and provides current, contemporary examples that ground course material in the real world.

2. Record Nr.

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Autore

Buttitta Antonino

Titolo

Dove fiorisce il limone / Antonino Buttitta ; saggi di Salvatore Lupo e Sergio Troisi ; nota di Hans Sternheim

Pubbl/distr/stampa

Palermo : Sellerio, c1984

Descrizione fisica

61 p., [60] c. di tav. : ill. ; 34 cm

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I cristalli

Altri autori (Persone)

Lupo Salvatore
Troisi Sergio
Sternheim, Hans

Disciplina

741.6

Soggetti

Limoni - Sicilia - Storia

Lingua di pubblicazione

Italiano

Formato

Materiale a stampa

Livello bibliografico

Monografia

3. Record Nr.	UNINA9910970295303321
Autore	Glock Hans-Johann <1960->
Titolo	Quine and Davidson on language, thought, and reality // Hans-Johann Glock
Pubbl/distr/stampa	Cambridge : , : Cambridge University Press, , 2003
ISBN	1-107-13670-9 1-280-43472-4 1-139-14893-1 0-511-17909-X 0-511-06193-5 0-511-05560-9 0-511-32604-1 0-511-48751-7 0-511-07039-X
Edizione	[1st ed.]
Descrizione fisica	1 online resource (xvi, 311 pages) : digital, PDF file(s)
Disciplina	401
Soggetti	Language and languages - Philosophy
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from publisher's bibliographic system (viewed on 05 Oct 2015).
Nota di bibliografia	Includes bibliographical references (p. 294-300) and index.
Nota di contenuto	Logical pragmatism -- Ontology -- Analyticity, apriority and necessity -- Truth -- Meaning and truth -- Radical translation and radical interpretation -- Indeterminacies -- Meaning and understanding -- Thought and language.
Sommario/riassunto	Quine and Davidson are among the leading thinkers of the twentieth century. Their influence on contemporary philosophy is second to none, and their impact is also strongly felt in disciplines such as linguistics and psychology. This book is devoted to both of them, but also questions some of their basic assumptions. Hans-Johann Glock critically scrutinizes their ideas on ontology, truth, necessity, meaning and interpretation, thought and language, and shows that their attempts to accommodate meaning and thought within a naturalistic framework, either by impugning them as unclear or by extracting them from physical facts, are ultimately unsuccessful. His discussion includes

interesting comparisons of Quine and Davidson with other philosophers, particularly Wittgenstein, and also offers detailed accounts of central issues in contemporary analytic philosophy, such as the nature of truth and of meaning and interpretation, and the relation between thought and language.
