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Marketing Research, 10th Edition



Synopsis

In Marketing Research, 10th Edition, authors Carl McDaniel and Roger Gates share their industry experience to teach students how to make critical business decisions through the study of market research. Designed for marketing research courses, the authors' practical, applications-based approach features Real Data, Real People, and Real Research, to prepare students to conduct and use market research for future careers in business. Co-author Roger Gates, President of DSS Research, infuses the text with a practitioner perspective, helping students learn how to use marketing research through a practical presentation of theory and practice. WileyPLUS Learning Space is an easy way for students to learn, collaborate, and grow. With WileyPLUS Learning Space, students create a personalized study plan, assess progress along the way, and make deeper connections as they interact with the course material and each other. This collaborative learning environment provides immediate insight into strengths and problem areas through a combination of dynamic course materials and visual reports so that you can act on what's most important. *Access to WileyPLUS Learning Space is sold separately.

Book Information

File Size: 21863 KB

Print Length: 624 pages

Simultaneous Device Usage: Up to 3 simultaneous devices, per publisher limits

Publisher: Wiley; 10 edition (October 23, 2014)

Publication Date: November 3, 2014

Sold by: Amazon Digital Services LLC

Language: English

ASIN: B00P6SS7K6

Text-to-Speech: Not enabled

X-Ray for Textbooks: Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #219,287 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #64

in Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Marketing >

Research #238 in Books > Business & Money > Marketing & Sales > Marketing > Research

#65053 in Kindle Store > Kindle eBooks > Nonfiction

Customer Reviews

good

This book is missing important content that really inhibited my ability to get course work in on time. My copy of the Kindle Version of this book was missing. Through the book is statistical charts that you need to understand the work, problem, the charts are not in the Appendix, they are online, but no where in the book does it list where these are. Its a lame mistake, that has real world consequences. Here is a list of the Appendixes. APPENDIX ONE: In the book. APPENDIX TWO: (Online) APPENDIX THREE: (Online)

great

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