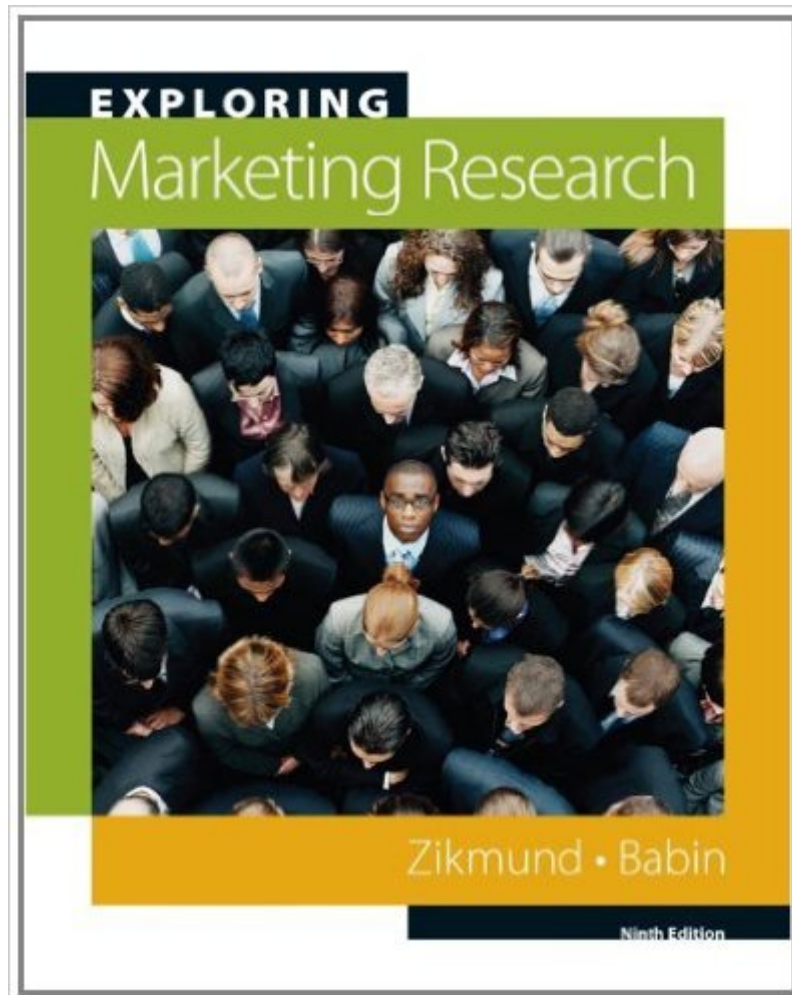


The book was found

Exploring Marketing Research (with Qualtrics Printed Access Card And DVD)



Synopsis

EXPLORING MARKETING RESEARCH deals with the design, collection, analysis, and reporting of marketing research data relevant to a firm's current and future needs. The text focuses on students as managers, not practitioners, of marketing research. Students learn about traditional types of marketing research, such as designing questionnaires, as well as the latest technological developments that facilitate marketing research including data collection devices, data analysis tools, and practical approaches to data analysis. In addition, this edition places more emphasis on ethical and international issues relating to marketing research.

Book Information

Hardcover: 736 pages

Publisher: Cengage Learning; 10 edition (March 4, 2009)

Language: English

ISBN-10: 0324788444

ISBN-13: 978-0324788440

Product Dimensions: 10.9 x 8.6 x 1.2 inches

Shipping Weight: 3.7 pounds

Average Customer Review: 4.0 out of 5 stars [See all reviews](#) (4 customer reviews)

Best Sellers Rank: #252,585 in Books (See Top 100 in Books) #211 in [Books > Business & Money > Marketing & Sales > Marketing > Research](#) #286 in [Books > Textbooks > Business & Finance > Marketing](#)

Customer Reviews

A frequent user of college textbooks may wonder whether this book has been edited by the same person who has seemingly edited every other lousy textbook on the planet. To begin with, every definition of marketing terminology is muddled with needlessly obfuscated wording that serve to complicate simple terms rather than explain them with ease. Granted, the definition is usually buried in a single, simple sentence, but that doesn't prevent the authors from providing explanations that drone on forever (or are mind-numbingly obvious). To this book's credit, the sentences that contain the meat of these definitions are usually duplicated and isolated on the sidebars. Conceivably, you can get a better understanding of marketing from reading these sidebars and nothing else. Nevertheless, this hasn't prevented the authors from burying pertinent sentences within their muck - and the book's sales pitch in the preface sums up the irony of their perceived simplicity: "Writing Style: An accessible, interesting writing style continues as a hallmark of this book."

With a careful balance between theory and practice and a sprinkling of interesting examples and anecdotes, the writing style clarifies and simplifies the market research process."Or, translated into plain English by yours truly:"We wrote this book in an easy-to-read fashion with concise, real-world examples."Furthermore, this textbook has been thoroughly done over by the "Department of Adding Redundant Summary Sentences to Textbooks," otherwise known as re-summarizing every section with a ludicrously obvious conclusive statement beginning with the word "clearly" (e.g.: "Clearly, legs are important to human beings, because without legs, we couldn't walk.

[Download to continue reading...](#)

Exploring Marketing Research (with Qualtrics Printed Access Card and DVD) Exploring Marketing Research (with Qualtrics Printed Access Card) Basic Marketing Research (with Qualtrics Printed Access Card) (TEST series page) Essentials of Marketing Research (with Qualtrics, 1 term (6 months) Printed Access Card) Business Research Methods (with Qualtrics Printed Access Card) Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) Understanding Health Insurance: A Guide to Billing and Reimbursement (with Premium Web Site, 2 terms (12 months) Printed Access Card and Cengage EncoderPro.com Demo Printed Access Card) Database Systems: Design, Implementation, and Management (with Premium WebSite Printed Access Card and Essential Textbook Resources Printed Access Card) 3,2,1 Code It! (with Premium Web Site 1-Year Printed Access Card and Cengage EncoderPro.com Demo Printed Access Card) Medical Billing 101 (with Cengage EncoderPro Demo Printed Access Card and Premium Web Site, 2 terms (12 months) Printed Access Card) Exploring Adobe Illustrator Creative Cloud Update (with CourseMate Printed Access Card) Exploring Art: A Global, Thematic Approach (with CourseMate Printed Access Card) Jazz: The First 100 Years, Enhanced Media Edition (with Digital Music Downloadable Card, 1 term (6 months) Printed Access Card) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing PROMO2 (with CourseMate, 1 term (6 months) Printed Access Card) (Engaging 4LTR Press Titles in Marketing) Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) Affiliate Marketing: How To Make Money

And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2)

[Dmca](#)