



Marketing Research (Tenth Edition)

By David A. Aaker, George S. Day, Robert P. Leone, V. Kumar

Wiley India Pvt. Ltd, 2011. Softcover. Book Condition: New. 5th or later edition. Marketers now have the opportunity to invest in more data research and take advantage of social networking. The new tenth edition will show them how to utilize these techniques to compliment traditional methods. New co-author Robert Leone adds his expertise on the role of marketing intelligence today. The book focuses on international market research and incorporates new case studies to present the latest information in the field. Marketers will also be able to access the book's Web site for a list of readings, links to other key sites, sample datasets for analysis, and practice questions after each chapter. PART I - The Nature and Scope of Marketing Research Chapter 1 A Decision-Making Perspective on Marketing Intelligence Chapter 2 Marketing Research in Practice Chapter 3 The Marketing Research Process Chapter 4 Research Design and Implementation PART II - Data Collection SECTION A - Secondary and Exploratory Research Chapter 5 Secondary Sources of Marketing Data Chapter 6 Standardized Sources of Marketing Data Chapter 7 Marketing Research on the Internet Chapter 8 Information Collection: Qualitative and Observational Methods SECTION B - Descriptive Research Chapter 9 Information from Respondents: Issues in...



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