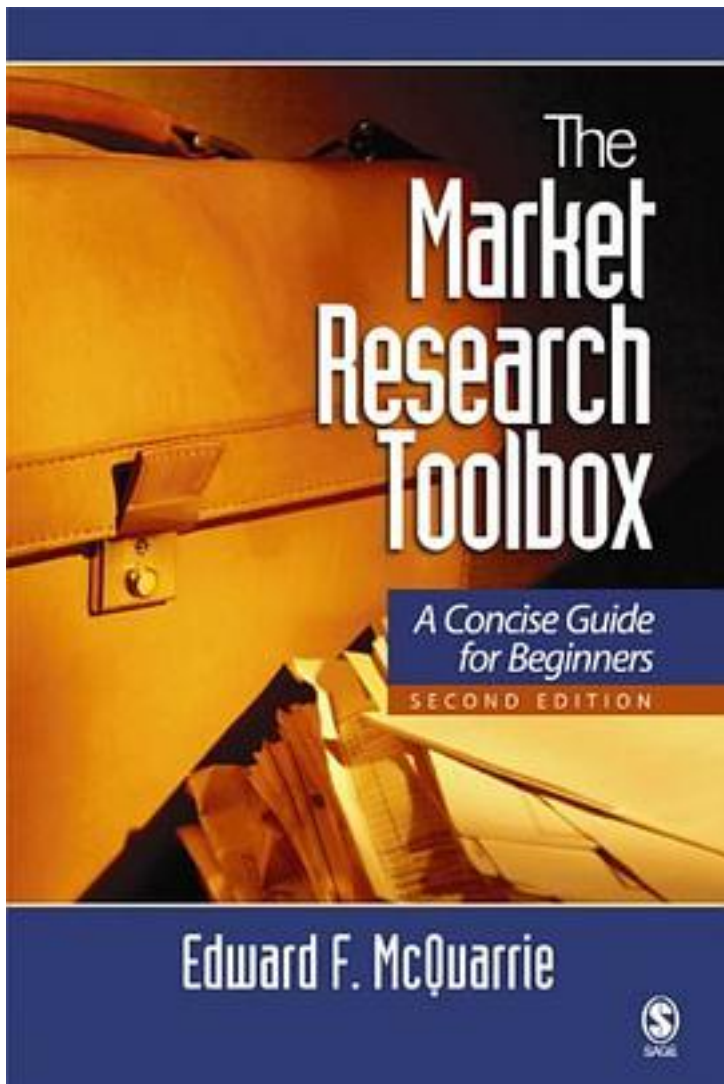


The Market Research Toolbox



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If you want to conduct market research, but feel you have little experience in doing so, we have the ideal updated and revised resource for you! Written in an engaging and active style, the **Second Edition** of **The Market Research Toolbox: A Concise Guide for Beginners** describes how to think of market research in the context of making a business decision. The book begins by defining market research and discussing some of the various techniques. It then goes on to examine what objectives can be met by doing market research and the expected payoffs. **The Market Research Toolbox** examines six traditional market research techniques:
• secondary research • customer visits • focus groups • surveys • choice modeling • experimentation
Author Edward F. McQuarrie describes how each technique works, along with its costs, uses, tips for success, and when and how to use certain techniques, as well as precautions to take while using them.
New to the **Second Edition**:

Includes new chapters on questionnaire design, sampling procedures, and data analysis to ease students into developing their own market research

Expands the discussion of how to determine needed market research via analysis of the underlying decision problem

Contains updated suggestions for additional reading to provide students with the most up-to-date resources on market research

Provides an Instructors Resource CD containing PowerPoint slides, case questions, teaching notes, and a sample syllabus **The Market Research Toolbox** is a valuable textbook for a variety of advanced undergraduate and graduate business courses such as Marketing Research, Marketing Management, Customer Service, Industrial Marketing, Sales Management, Consumer Behavior, and Product Development. It will also be of particular interest to product managers, research & development managers, program managers, engineers, quality professionals, and executives responsible for developing business strategies.

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