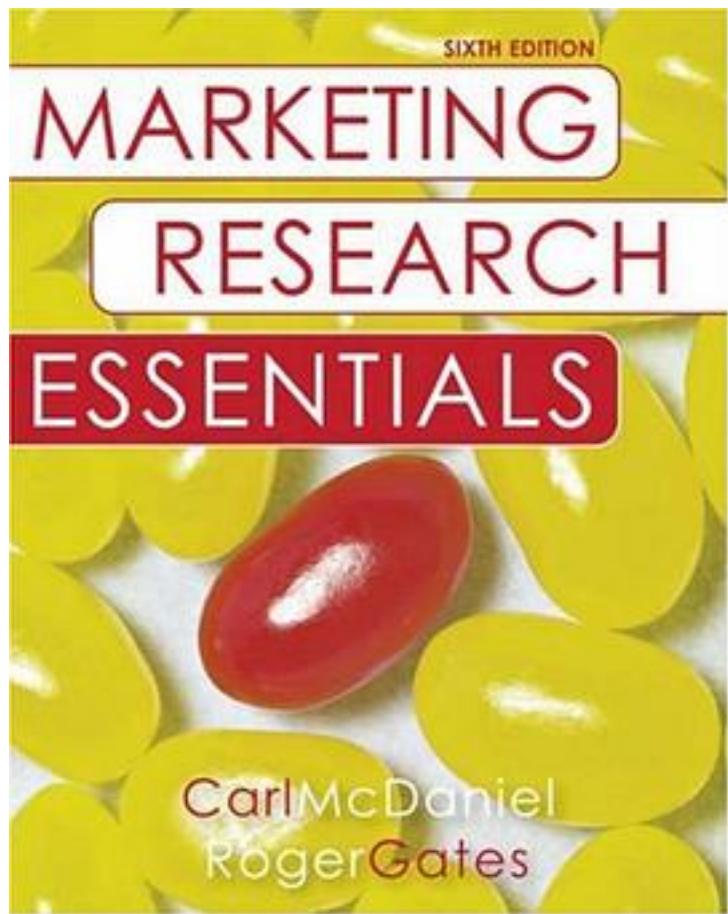


Marketing Research Essentials, with SPSS



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Real-World Orientation. Throughout the text, Cases, Chapter-Opening Vignettes, Marketing Research War Stories, and Ethical Dilemmas connect the materials to the real world of marketing research, as it's practiced in today's top firms. Focus on the research user - continues to present marketing research through the eyes of a manager

using, or purchasing marketing research information. Chapter-Opening Vignettes discuss prominent companies/products. Marketing Research Across the Organization features present a series of questions and scenarios that require students to consider the impact of marketing research on basic business activities related to finance, production, human resources, and so forth. Real-life Ethical Dilemmas - such as protecting the anonymity of children online and allowing researchers to interview children at school for cash. Marketing research War Stories - short, amusing anecdotes about the trials and tribulations of conducting marketing research. SPSS Exercises - at the end of the quantitative chapters give students easy to follow, hands-on experience with this professional level statistical package. The latest version of SPSS is included in every new copy of the text. Perseus WebResearcher - a tool (an optional component) for Internet survey creation and the ability to host surveys created on the Perseus website.

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