

Marketing Research



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著者:Parasuraman, A./ Grewal, Dhruv/ Krishnan, R.

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In Marketing Research, the authors offer undergraduate and MBA students a compelling introduction to the field with extensive use of global, technology, service, and small business examples. Distinctive features include integrated coverage of technology tools and statistical analysis, current research, and a strong focus on strategy. To reinforce the text's emphasis on technology, each new copy of the text can be packaged with SPSS software containing data sets--created by the authors--specifically related to examples and tutorials from the chapters on data analysis. The Second Edition features an appealing design and open layout, making an often challenging subject more engaging for students. Through current examples and cases, students gain an understanding of the role of marketing research in the business world. Pedagogical features give students a clear handle on what they need to focus on to be successful in the course. Chapter Objectives identify key concepts in the reading to follow, while Questions for Review and Discussion, Application Exercises, and Internet Exercises prompt students to complete a variety of tasks, allowing them to apply chapter concepts in meaningful ways.

作者介绍:

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