

Business to Business Market Research



BUSINESS^{TO} BUSINESS MARKET RESEARCH

UNDERSTANDING AND MEASURING
BUSINESS MARKETS

RUTH McNEIL

MRS MARKET RESEARCH IN PRACTICE

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Business to Business Market Research provides an up-to-date reference source for all those involved in, or occasionally needing to know about, business to business (B2B) marketing research. The internet has revolutionized work in this area, providing a massive source of data for secondary research and an easy way of contacting respondents. Business to Business Market Research reflects these changes.

Approachable in style, Business to Business Market Research answers all the key questions relevant to students, practitioners, and users of marketing research. Over the course of 12 chapters, it covers the basic principles as well as more advanced topics. It contains the very latest thinking on research techniques, the use of marketing research, and trends in B2B research. Author Ruth McNeil encourages readers to learn from the experience of others, filling the book with real-life case studies of B2B issues facing companies today.

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