Basic Marketing Research Using Microsoft Excel Data Analysis (2nd Edition)
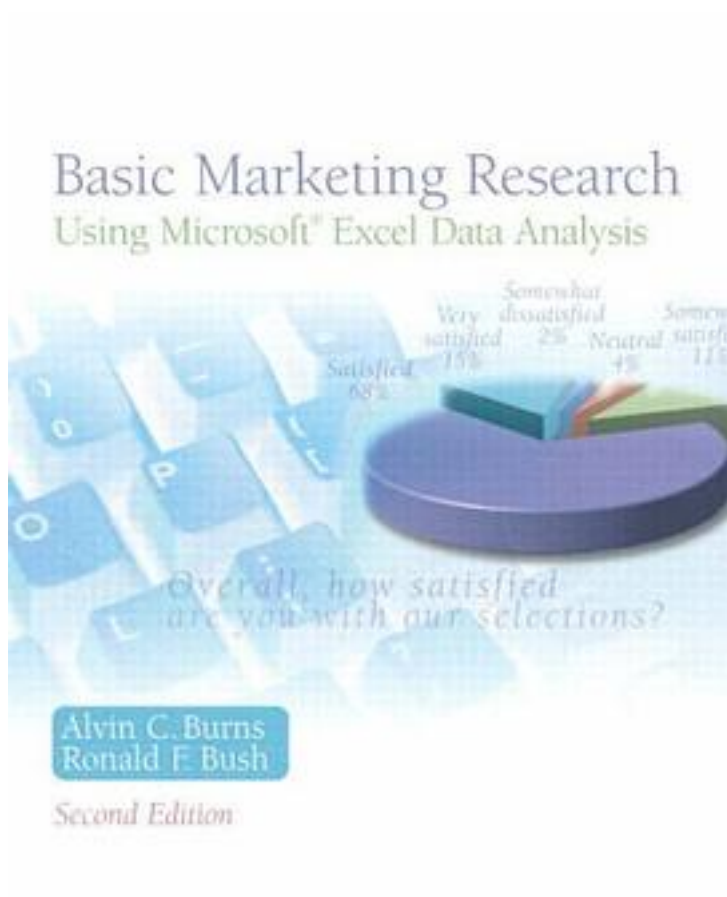
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This book is targeted for those who need to learn the marketing research process and basic data analysis techniques. This is the first book on the market that offers a

software add-in (XL Data Analyst(R)) designed specifically to use the power of Excel for marketing research applications. XL Data Analyst (R) also features data analysis output that is exceptionally easy to understand and in professional table/report-ready format. All marketing research concepts are presented simply and intuitively. KEY TOPICS: 11 Step marketing research process; the industry; ethical issues, global applications. Basic descriptive statistics, confidence intervals and hypothesis testing, differences tests through one-way ANOVA, cross-tabulation/Chi-square, Pearson Correlation, and simple and multiple regression are all comprehensively covered. This is the ideal book for those who wish to teach basic marketing research to undergraduate students without learning cumbersome statistical analysis software but who have access to Excel(TM). The XL Data Analysis Add-in is easy to master and use and performs analyses such as tests of proportions and hypothesis tests for percentages, not typically available on standard statistical analysis software.

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