

Marketing Research



[Marketing Research_ 下载链接1](#)

著者:Naresh K Malhotra

出版者:Prentice Hall

出版时间:2009-7-17

装帧:Hardcover

isbn:9780136085430

Marketing Research: An Applied Orientation takes a unique applied and managerial orientation that illustrates the interaction between marketing research decisions and marketing management decisions.

Introduction to Marketing Research; Defining the Marketing Research Problem and Developing an Approach; Research Design; Exploratory Research Design: Secondary Data; Exploratory Research Design: Qualitative Research; Descriptive Research design: Survey and Observation; Causal Research Design: Experimentation; Measurement and Scaling: Fundamentals and Comparative Scaling; Measurement and Scaling: Noncomparative Scaling Techniques; Questionnaire and Form Design; Sampling: Design and Procedures; Sampling: Final and Initial Sample Size Determination; Field Work; Data Preparation; Frequency Distribution, Cross-tabulation, and Hypothesis Testing; Analysis of Variance and Covariance; Correlation and Regression; Discriminant and Logit Analysis; Factor Analysis; Cluster Analysis; Multidimensional Scaling and Conjoint Analysis; Structural Equation Modeling and Path Analysis; Report Preparation and Presentation; International Marketing Research

The comprehensive, practical, and balanced coverage presented in this text is ideal for

readers that want an in-depth understanding of market research.

作者介绍:

目录:

[Marketing Research_下载链接1_](#)

标签

marketing_research

营销

经济

评论

[Marketing Research_下载链接1_](#)

书评

[Marketing Research_下载链接1_](#)