

# Marketing Research



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This is a Pearson Global Edition. The Pearson Editorial team worked closely with educators around the world to include content especially relevant to students outside of the United States.

For undergraduate and graduate marketing research courses.

Marketing Research: An Applied Orientation allows students to actually experience the interaction between marketing research and marketing decision-making.

Marketing Research: An Applied Orientation takes a unique applied and managerial orientation that illustrates the interaction between marketing research decisions and marketing management decisions. This text is comprehensive, practical, and presents balanced coverage of both qualitative and quantitative material.

The sixth edition is even more current, contemporary, illustrative, and sensitive to user needs.

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Features

For undergraduate and graduate marketing research courses.

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Interaction between marketing research decisions and marketing management decisions is illustrated through several pedagogical tools, such as:

- \* Real Research: Vignettes featuring real companies that profile a wide range of businesses.
- \* Active Research: Short, integrated, managerially-oriented exercises in which students have the opportunity to do research on the Internet and play the role of a marketing researcher and a marketing manager.
- \* Experiential Research: Hands-on exercises that allow students to act out the research concepts discussed in the chapter.
- \* Decision Research: Scenarios that present a real-life marketing situation and ask the student to assume the role of a consultant and recommend appropriate marketing research and management decisions.
- \* Project Research: A real-life project covers all aspects of marketing research and is used as a running example throughout the text.
- \* Live Research: For instructors that would like to implement a marketing research project of their own, this text provides specific implementation steps in each chapter.
- \* Cases: Several cases have been added containing real data sets.
- \* Video Cases: Carefully written from a marketing research perspective, these cases also include video questions located at the end of each Part.
- \* Harvard Business School Cases: To further show the integration of marketing

research with marketing management decisions, this text includes six Harvard Business School cases.

- \* Exercises (Questions, and Problems)
- \* Internet and Computer Exercises
- \* Activities (Role Playing, Fieldwork, and Group Discussions)

NEW! Chapter on Structural Equation Modeling and Path Analysis to help students understand how to complete the set of univariate and multivariate statistical techniques commonly used in marketing research.

The Most Extensive Help Available for Learning SPSS and Excel. This text provides help for running the SPSS and SAS programs used in each chapter in three ways:

1. Computerized demonstration movies that illustrate step-by-step instructions for every data analysis technique covered in the text.
2. Screen captures with notes illustrating step-by-step instructions.
3. Detailed step-by-step instructions given in each chapter.

Stimulating Critical Thinking. The principles for critical thinking—including Socratic questioning, critical reading and writing, higher order thinking, and assessment—have been embodied in three comprehensive critical thinking cases, end-of-chapter review questions, applied problems, and group discussions. These materials have been designed based on the guidelines provided by the Foundation for Critical Thinking.

Interrelationships Among Concepts. One or more concept maps have been given in each chapter to illustrate the interrelationships among concepts. These maps have been developed based on the principles and tools provided by the Institute for Human and Machine Cognition.

Extensive and Pervasive Internet Coverage. This text discusses how the Internet can be integrated in each step of the marketing research process and how it can be used to implement the concepts discussed in each chapter.

International Focus. Every chapter (except the data analysis Chapters 15 to 22) has a section entitled “International Marketing Research.” Also, each data analysis chapter contains a Real Research example illustrating the technique discussed in an international setting. A capstone chapter further discusses some of the advanced concepts in international marketing research (Chapter 24).

Ethics Focus. Every chapter (except the data analysis Chapters 15 to 22) has a section entitled “Ethics in Marketing Research.” Ethical issues are discussed from the perspectives of the four stakeholders: the client, the marketing research firm, respondents, and the general public. Also, each data analysis chapter contains a Real Research example illustrating the relevant technique in an ethical setting.

Contemporary Focus. A contemporary focus has been achieved throughout the text by illustrating the applications of marketing research to current topics such as:

- Customer value

- Satisfaction
- Loyalty
- Customer equity
- Brand equity and management
- Innovation
- Entrepreneurship
- Return on marketing
- Relationship marketing
- Socially responsible marketing

Sears Project is used as a running example that is featured in each and every chapter.

NEW! Running Case on Dell with Real Data. Case 1.1 featuring Dell is a new running case with questions on each and every chapter that are placed at the chapter's close. This case is another way to see the links between chapters and trace the entire marketing research process throughout the text.

New and Updated Comprehensive Cases with Actual Questionnaires and Real Data. Two comprehensive cases feature actual questionnaires and real data collected by prominent marketing research firms. These cases are 4.1 JP Morgan Chase (new) and 4.2 Wendy's (updated) both of which have questions on all the chapters. This edition also features three additional data analysis cases with actual questionnaires and real data: 3.1 AT&T, 3.2 IBM, and 3.3 Kimberly-Clark.

NEW! Video Cases. A video case follows each chapter of the text and contains questions pertaining to that chapter and the previous chapters.

Harvard Business School Cases. To further show the integration of marketing research with marketing management decisions, this text includes six Harvard Business School cases. For each case, customized marketing research questions have been developed. These questions are comprehensive and cover each chapter of the text (except the data analysis chapters); answers to these questions are also provided.

SPSS, Excel, SAS and Minitab. While the emphasis is on SPSS and SAS, data analysis procedures are also illustrated with respect to Excel and Minitab, along with other popular computer programs.

Conducting a Live Marketing Research Project. Toward the end of each chapter is a section entitled, "Live Research: Conducting a Marketing Research Project." These sections show how to implement one or more live marketing research projects in the course.

Acronyms. Each chapter contains one or more helpful acronyms that summarize the salient concepts.

Extensive End-of-Chapter Exercises. There are extensive end-of-chapter exercises

designed to help students learn, apply, and practice concepts, which include review questions, applied problems, and group discussion. The data analysis chapters have several datasets where the files have been provided in both SPSS and Excel.

Learning Aids. A complete set of learning aids are provided for this edition:

- The Instructor's Resource Center
- An Instructor's Manual with case and video case solutions
- PowerPoint presentation slides
- Video cases
- SPSS and Excel demonstration movies
- SPSS and Excel screen captures
- Test Item File
- TestGen Eq for PC/Mac
- CourseSmart

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Marketing

经济商业统计

research,

科普

市场营销

research

Naresh

## 评论

教材，最爱的module! Social Science都可以通用的。至于数据部分，我一直是一边感叹，哇，怎么可以讲得这么细，一边翻另外的数据书+看youtube视频。

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妈的里面写的都是人话吗！啊！

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嗷嗷嗷嗷,终于可以把这本书标记成读过了，前提是我能通过今天早上的考试。市场调研的入门书，涵盖了整个过程，内容详细不是特别难懂，大多数都有实际案例帮助理解，算得上有意思。  
关于数据分析的几章相当无聊且没有数据案例可以练习。我读的是稍微老一些的欧版，里面内容稍微有些老，且偏向于欧洲，这个版本应该不会有上述问题。本书适合市场调研入门者，且想了解整个过程。

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SPSS最崩溃的书。。统计分析中企业运营学了好几个月了。。管理咨询必备武器~

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这曾经是我感兴趣的一门，最后却没有做这个

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## 书评

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