

# Qualitative Research



[Qualitative Research\\_ 下载链接1](#)

著者:Sheila Keegan

出版者:Kogan Page

出版时间:2009-11-28

装帧:Paperback

isbn:9780749454647

Qualitative research is a powerful tool which plays a part in conducting marketing research into customer value analysis, branding and naming, new product launch, customer satisfaction and market segmentation, among other marketing areas. Its techniques include all types of focus groups, in depth one-one-one interviews, intercept studies and observational research. Because of its importance in determining buyer attitudes and beliefs it has been growing exponentially.

Sheila Keegan, psychologist and market research practitioner, outlines the history of qualitative research, its purpose and role, its relationship to quantitative research, ethical issues it provokes, and how to analyze, interpret, and communicate research results. She presents different theoretical models within which qualitative research operates and uses case studies to show how these frameworks differ between the UK, Europe, the US and other countries.

作者介绍:

目录:

[Qualitative Research 下载链接1](#)

标签

用户体验

没电子版

心理学

定性研究

Research

MR

评论

-----  
[Qualitative Research\\_下载链接1](#)

## 书评

这是一本比较学院派的、整合性高而颇具实用价值的一本定性研究方法论著作。正如书名副标题所提示的，这本书主要关注营销调研中的定性研究，涵盖客户价值分析，品牌研究，新产品开发，客户满意度和市场细分等营销领域。本书讲解的方法论包括焦点小组、一对一深度访谈、拦截...

-----  
[Qualitative Research\\_下载链接1](#)