

# Marketing Research



[Marketing Research 下载链接1](#)

著者:Alvin C. Burns

出版者:Prentice Hall

出版时间:2009-7-24

装帧:Hardcover

isbn:9780136027041

A “nuts and bolts” understanding of marketing research and provides them with extensive information on how to use it.

Introducing Marketing Research; Explaining the Marketing Research Process; Describing Characteristics of the Marketing Research Industry; Defining the Problem and Determining Research Objectives; Understanding Research Design; Using Secondary Data and Online Information Databases; Comprehending Standardized Information Sources; Utilizing Exploratory and Qualitative Research Techniques; Evaluating Survey Data Collection Methods; Understanding Measurement in Marketing Research; Developing Questions and Designing the Questionnaire; Determining How to Select the Sample; Determining the Size of a Sample; Dealing with Field work and Data Quality Issues; Using Basic Descriptive Analysis; Performing Population Estimates and Hypothesis Tests; Implementing Basic Differences Tests; Making Use of Associations Tests; Understanding Regression Analysis Basics; Preparing the Research Report and Presentation

Written at a level first-time marketing research readers can understand, this text provides the basic fundamentals of the statistical procedures used to analyze data.

作者介绍:

目录:

[Marketing Research 下载链接1](#)

标签

评论

[Marketing Research 下载链接1](#)

书评

[Marketing Research 下载链接1](#)