

# Marketing Research



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Marketing Research: An Integrated Approach, 3rd Edition, is invaluable for anyone studying marketing research at a degree or diploma level and is core reading for those students taking the joint module on Marketing Research and Information offered by the Chartered Institute of Marketing and The Market Research Society. The book places research in the bigger picture of marketing and demonstrates how an understanding of marketing research is a key requirement of any effective marketing professional. The text integrates the key concepts and techniques of marketing research with the management of customer information from databases, loyalty cards and customer files. Marketing Research is written in a clear and accessible style using many examples, real-life case histories and discussions of current issues in marketing research and customer information management that makes it very suitable for supporting the delivery of single semester modules on marketing research. Online resources include an Instructor's Manual and PowerPoint slides for instructors, along with a free CD incorporating a 'demo' version of SNAP, one of the leading fully-integrated survey software packages for questionnaire design, data collection and analysis.

作者介绍:

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