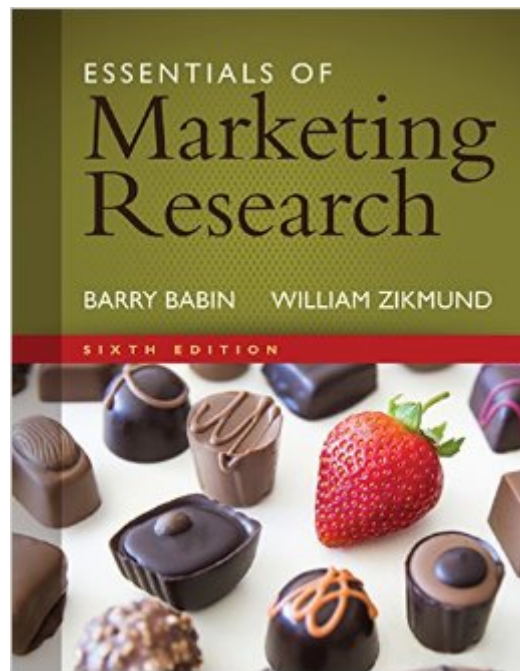


The book was found

Essentials Of Marketing Research (with Qualtrics, 1 Term (6 Months) Printed Access Card)



Synopsis

ESSENTIALS OF MARKETING RESEARCH, 6E, provides a concise, yet complete guide to the design, execution, analysis, and reporting of marketing research to support smart business decisions. Covering essential principles and techniques in a streamlined, engaging way, the text equips readers with the core knowledge and skills needed to manage marketing research effectively. This proven text provides valuable business context while introducing both traditional research methods, such as designing questionnaires, and the latest technological advances, including current data collection devices, basic data analysis tools, practical approaches to data analytics, and the impact of social media and artifactual online data. Designed specifically for readers who prefer a concise introduction to marketing research topics, the Sixth Edition of this trusted text features updates based on recent trends and technology, including an increased emphasis on ethical and international issues, reflecting their growing importance in modern marketing research.

Book Information

Paperback: 480 pages

Publisher: Cengage Learning; 6 edition (April 1, 2015)

Language: English

ISBN-10: 1305263472

ISBN-13: 978-1305263475

Product Dimensions: 10.7 x 8.4 x 0.8 inches

Shipping Weight: 2.2 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars See all reviews (1 customer review)

Best Sellers Rank: #243,695 in Books (See Top 100 in Books) #196 in Books > Business & Money > Marketing & Sales > Marketing > Research #270 in Books > Textbooks > Business & Finance > Marketing #61857 in Books > Reference

Customer Reviews

Fast shipping, product was exactly as described.

[Download to continue reading...](#)

Essentials of Marketing Research (with Qualtrics, 1 term (6 months) Printed Access Card) Basic Marketing Research (with Qualtrics Printed Access Card) (TEST series page) Exploring Marketing Research (with Qualtrics Printed Access Card and DVD) Exploring Marketing Research (with

Qualtrics Printed Access Card) Understanding Health Insurance: A Guide to Billing and Reimbursement (with Premium Web Site, 2 terms (12 months) Printed Access Card and Cengage EncoderPro.com Demo Printed Access Card) Medical Billing 101 (with Cengage EncoderPro Demo Printed Access Card and Premium Web Site, 2 terms (12 months) Printed Access Card) Business Research Methods (with Qualtrics Printed Access Card) Jazz: The First 100 Years, Enhanced Media Edition (with Digital Music Downloadable Card, 1 term (6 months) Printed Access Card) PROMO2 (with CourseMate, 1 term (6 months) Printed Access Card) (Engaging 4LTR Press Titles in Marketing) Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) 3,2,1 Code It! (with Premium Web Site 1-Year Printed Access Card and Cengage EncoderPro.com Demo Printed Access Card) Database Systems: Design, Implementation, and Management (with Premium WebSite Printed Access Card and Essential Textbook Resources Printed Access Card) Cultural ANTHRO2 (with CourseMate, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) The Enduring Democracy (with MindTap Political Science, 1 term (6 months) Printed Access Card) (I Vote for MindTap) MIS5 (with CourseMate, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) Fundamentals of Financial Management, Concise Edition (with Thomson ONE - Business School Edition, 1 term (6 months) Printed Access Card) (Finance Titles in the Brigham Family) GLOBAL (with Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) A Guide to Health Insurance Billing (with Premium Website, 2 term (12 months) Printed Access Card) Bundle: Understanding Nutrition, Loose-leaf Version, 14th + Diet and Wellness Plus, 1 term (6 months) Printed Access Card MGMT (with MGMT Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press)

[Dmca](#)