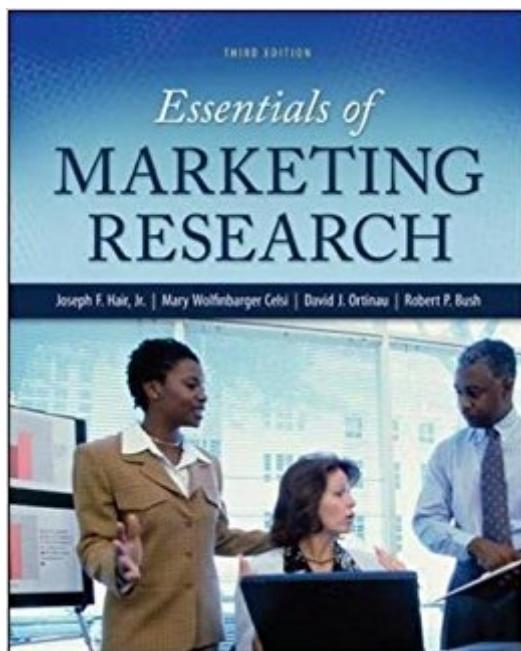


The book was found

# Essentials Of Marketing Research (Irwin Marketing)



## **Synopsis**

Essentials of Marketing Research concisely delivers an up-to-date review of a broad variety of marketing research topics. It takes an application-oriented approach, providing students with the tools and skills necessary to solve business problems and exploit business opportunities. The authors' years of experience in real-world marketing research is evident throughout, from their thorough treatment of qualitative research (given short shrift in many other books) to their knowledgeable coverage of sample size rules-of-thumb, conducting a background literature review, and the importance of new market research tools and techniques. Essentials of Marketing Research gives students a strong command of market research principles, while being short enough to use alongside cases or projects.

## **Book Information**

Series: Irwin Marketing

Paperback: 432 pages

Publisher: McGraw-Hill Education; 3 edition (September 4, 2012)

Language: English

ISBN-10: 0078028817

ISBN-13: 978-0078028816

Product Dimensions: 8 x 0.7 x 10 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars 25 customer reviews

Best Sellers Rank: #7,436 in Books (See Top 100 in Books) #8 in Books > Business & Money > Marketing & Sales > Marketing > Research #30 in Books > Textbooks > Business & Finance > Marketing

## **Customer Reviews**

Earned a B.S. in Management from Southern Illinois University—Carbondale, an M.A. in Business Administration from Illinois State University, and a Ph.D. in Marketing from Louisiana State University. He began his teaching career at the University of South Florida, where he continues to win awards both for outstanding research and for outstanding teaching. He has a wide range of research interests—from attitude formation and perceptual differences in services marketing to interactive electronic marketing technologies and their impact on information research problems. He consults for a variety of corporations and small businesses, with specialties in customer satisfaction, customer service quality, customer service value, retail loyalty, and image. He

continues to serve as a member of the editorial review board for Journal of Academy of Marketing Science and was coeditor of Marketing: Moving Toward the 21st Century (SMA Press, 1996). Mary W. Celsi is a Professor of Marketing at California State University, Long Beach. She has published research in several top journals, including Journal of Marketing, Journal of Consumer Research, Journal of Retailing, California Management Review, and Journal of the Academy of Marketing Science. She has expertise in qualitative and quantitative research methods. Her publications span a wide range of interests, from internal marketing to digital marketing and consumer culture theory. Her research has been cited more than 5,000 times in scholarly publications. Earned a B.A. in Psychology and Economic history from St. Mary's University and an M.A. and Ph.D. in Marketing at Louisiana State University. He began his teaching career at the University of South Florida, moved first to the University of Mississippi, and then to The University of Memphis, where he has taught since 1993. He was chairman of the committee on Grants and Research for the Fogleman College of Business from 1991-1997 and Director of the Ph.D. Program at Memphis from 1995-1997. He has been a consultant for a wide range of corporations and institutes, as well as for the U.S. Department of Defense. He is the coauthor of Retailing for the 21st Century (Houghton-Mifflin, 1993) and a coeditor of Advances in Marketing (LSU Press, 1994). He is a regular contributor to such academic publications as Journal of Advertising, Journal of Consumer Marketing, Journal of Marketing Education, Journal of Direct Marketing, Journal of Health Care Marketing, and Marketing Education Review. Earned a B.A. in Economics and an M.A. and Ph.D. in Marketing at the University of Florida. He began his teaching career at the University of Mississippi and then moved to Louisiana State University in 1977. He continues to teach at LSU, where he is the Director of the Institute for Entrepreneurial Education and Family Business Studies, and where he holds the Alvin C. Copeland Endowed Chair of Franchising. He has acted as a management consultant and/or expert witness for a variety of industries and has served on the board of directors of numerous organizations. He has been an officer of for a long list of academic organizations and he is a Past President and Chairman of the Board of Governors of the Academy of Marketing Science. He has been a regular contributor and reviewer, and occasionally a member of the editorial board, for such publications as The Journal of Marketing Research, The Journal of Business Research, and Marketing Education Review. The list of this scholarly publications runs to a dozen pages.

Great book on marketing research. Actually read the whole thing, something that's hard to do with a textbook.

Provided what I needed for the class I took. Thanks.

I bought the wrong book but this had the same information as the one I needed!

Very boring book I had to take for class. Uninteresting.

Good info but it needs some color and a photo here an there to keep the reader awake.

Needed this for class. Very helpful

It was very dry and boring to read. However, it got me through my classes at Texas A&M. If you are reading this for leisure I would advise you not to do so.

Nothing noteworthy.

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

Essentials of Marketing Research (Irwin Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) BASIC MARKETING: A Marketing Strategy Planning Approach (Irwin Marketing) Product Management [McGraw-Hill/Irwin Series in Marketing] by Lehmann,Donald, Winer,Russell [McGraw-Hill/Irwin,2004] [Hardcover] 4TH EDITION Modern Essentials Bundle 6th - Modern Essentials 6th Edition a Contemporary Guide to the Therapeutic Use of Essential Oils, An Introduction to Modern Essentials, and Modern Essentials Reference Card Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams - Network Marketing Secrets Revealed, ... Books, Scam Free Network Marketing Book 1) Email Marketing: This Book Includes Email Marketing Beginners Guide, Email Marketing Strategies, Email Marketing Tips & Tricks Advertising and Promotion: An Integrated Marketing Communications Perspective, 10th Edition (Irwin Marketing) International Marketing (Irwin Marketing) Advertising and Promotion: An

Integrated Marketing Communications Perspective (Irwin Marketing) Consumer Behavior: Building Marketing Strategy (Irwin Marketing) Services Marketing: Integrating Customer Focus Across the Firm (Irwin Marketing) Marketing Strategy: A Decision-Focused Approach (Irwin Marketing) Marketing (Irwin Marketing) Prepper Essentials: Prepper Essentials What Every Survivalist Needs To Know When Building The Ultimate SHTF Stockpile (Survival Handbook, DIY, Emergency ... Essentials Books, Emergency Prepared) Essentials of Business Research: A Guide to Doing Your Research Project Essentials of Marketing Research (with Qualtrics, 1 term (6 months) Printed Access Card)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)