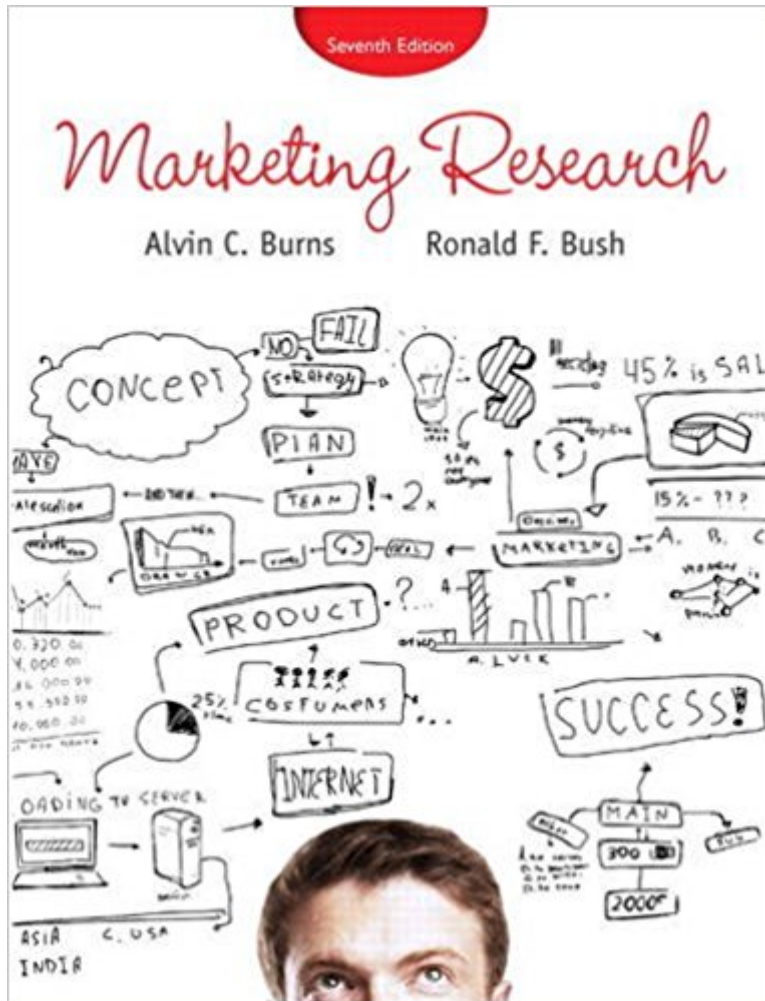


Marketing Research (7th Edition)



Synopsis

Directed primarily toward undergraduate marketing college/university majors, this text also provides practical content to current and aspiring industry professionals. Marketing Research gives readers a "nuts and bolts" understanding of marketing research and provides them with extensive information on how to use it. This text provides the fundamentals of the statistical procedures used to analyze data without dwelling on the more complex and intricate concepts.

Book Information

Hardcover: 496 pages

Publisher: Pearson; 7 edition (January 7, 2013)

Language: English

ISBN-10: 0133074676

ISBN-13: 978-0133074673

Product Dimensions: 8.1 x 1 x 9.9 inches

Shipping Weight: 2.2 pounds

Average Customer Review: 4.2 out of 5 stars 39 customer reviews

Best Sellers Rank: #11,039 in Books (See Top 100 in Books) #16 in Books > Business & Money > Marketing & Sales > Marketing > Research #48 in Books > Textbooks > Business & Finance > Marketing

Customer Reviews

bo

It fulfilled my needs for my class.

Very nice presentation with balance between content, images and case studies. A book that takes you through all the process, understandable for non related professionals but a MUST for experts on the field. Half of the book contains whatever you need to be an expert, the other half contains the application on the field. Also contains a very detailed names and topics INDEX. It has a magnificent writing to involve you on this marketing field, and a magic easy to understand teaching. A MUST HAVE book on Marketing.

Exceeded expectations

good book

:)

:-)

Great! Thanks!!

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

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) 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 Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investment (Marketing/Sales/Adv & Promo) Marketing Campaign Development: What Marketing Executives Need to Know About Architecting Global Integrated Marketing Campaigns BASIC MARKETING: A Marketing Strategy Planning Approach (Irwin Marketing) Instagram Marketing: A Picture Perfect Way to Strike It Rich! (Facebook Marketing, Youtube Marketing 2) No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses Network Marketing For Introverts: Guide To Success For The Shy Network Marketer (network marketing, multi level marketing, mlm, direct sales) YouTube Marketing: A Comprehensive Guide for Building Authority, Creating Engagement and Making Money Through Youtube (Facebook Marketing, Instagram Marketing 3) Instagram Marketing for Dummies-The Complete Guide to Instagram Marketing: Learn Exactly How to Create Your Instagram Marketing Strategy From Scratch and Optimize Your Strategy for Long-Term Success. Content Marketing: Beginners Guide To Dominating The Market With Content Marketing (Marketing Domination) (Volume 4) Strategic Database Marketing 4e: The Masterplan for Starting and Managing a Profitable, Customer-Based Marketing Program (Marketing/Sales/Advertising &

Promotion) Marketing Research (7th Edition) Essentials of Marketing Research (Irwin Marketing)
Marketing for Hospitality and Tourism (7th Edition) Global Marketing (7th Edition)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)