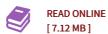




Marketing Research: Methodological Foundations (Paperback)

By Dr Dawn Iacobucci

Createspace Independent Publishing Platform, 2015. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand ******. For all the talk of big data and marketing analytics -it all starts here-you ve got to know how to get data and what to do with data once you ve got them. The text, MARKETING RESEARCH: METHODOLOGICAL FOUNDATIONS, 11th edition, by Dr. Dawn Iacobucci and Dr. Gilbert Churchill is recognized as the perennial authority and it continues to be the lead marketing research text in the industry. MARKETING RESEARCH: METHODOLOGICAL FOUNDATIONS, 11th edition, ensures that students will develop a strong conceptual as well as practical understanding of marketing research. The book s thorough coverage of the six stages of the research process provides a solid marketing research framework while addressing topics and tools of emerging importance. With its proven applications, clear presentation, and variety of timely cases, MARKETING RESEARCH: METHODOLOGICAL FOUNDATIONS, 11th edition, serves as an exceptional learning tool for today s learners (MBAs, EMBAs, and advanced undergrads) and an invaluable reference tool for professionals throughout their careers. Chapters: 1) Marketing Research: It s Everywhere!; 2) Alternative Approaches to Marketing Intelligence; 3) The Research Process and Problem Formulation; 4) Research Design,...



Reviews

This composed book is excellent. This really is for all who statte that there had not been a worth reading through. Your life period will probably be change as soon as you total looking over this ebook.

-- Cheyanne Barrows

The book is fantastic and great. I have go through and i also am certain that i will planning to read through once more once more down the road. Its been printed in an exceedingly simple way and is particularly simply after i finished reading through this publication through which really changed me, change the way i think.

-- Hank Powlowski