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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, EMBA's, 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,...



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