

The Role of Marketing Research in Marketing Decision Making



Research For Marketing Decision Making

Thomas J. Reynolds, Jerry C. Olson



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approach to develop better marketing and advertising strategy The authors discuss methodological issues regarding interviewing and coding present applications of the means end approach to marketing and advertising problems and describe the conceptual foundations of the means end approach This book is of interest to academic researchers in marketing and related fields graduate students in business marketing research professionals and business managers It is intended as a reference book containing ideas about the means end approach and its applications **Researching Marketing Decisions**

Ritu Mehta,2019-04-24 This book looks at customer value creation through marketing decisions and analyses the critical phases of theoretical and methodological advancements in solving certain problems and customer centric issues that firms face The chapters highlight how theories have been borrowed from sociology psychology and economics to understand phenomena such as customer preferences and decision making and how operations research and statistical tools have been applied to take optimal decisions on marketing related issues such as channel management and pricing The volume covers an array of topics including marketing orientation consumer behaviour and marketing mix comprising the elements of product price promotion and place The articles offer both methodological and theoretical contributions and also discuss some key results of implementation of marketing strategies by various firms This book will be of interest to researchers and students of marketing consumer behaviour business management economics finance international marketing services marketing and international business **The Marketing Research Process** Keith Kohn Cox,Ben M. Enis,1972 **Marketing Decision Models** Randall L. Schultz,Andris A. Zoltners,1981 Includes bibliographical references and index

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