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Qualitative Marketing Research, 2001-03-22 As the importance of marketing to business grows and as new concepts and applications of marketing emerge and evolve so too does the need for up to date market intelligence This book recognizes that the contribution which qualitative research can make to market understanding and insight is immense and that statistical information flows are never enough but need to be compounded by market intelligence gained through qualitative methods Qualitative Marketing Research clearly explains the use and importance of qualitative methods clarifying the theories behind the methodology and providing concrete examples and exercises which illustrate its application to Management Studies and Marketing This book is intended for all students of marketing who are required to complete their studies with a dissertation or research project

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procedures are appropriate for what kinds of research designs

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to provide a critical appraisal of the potential of advertising in leisure and tourism. Arranged in three parts, the book introduces the role of advertising, evaluating its relationship within other aspects of tourism and leisure marketing, the techniques used, advertising a range of products to key market segments and new strategic directions in advertising. It focuses on the new destination marketing strategy of branding and assesses the relationship between advertising and other increasing important areas of promotion including sponsorship, ambient marketing and sales promotion. Advertising and marketing professionals in the leisure industries and undergraduates on marketing related modules in tourism, leisure and hospitality courses will find this an invaluable text. Since the case studies are drawn from an international field, readers will be able to assess best practice from a variety of sources and countries. Dr Nigel Morgan is Principal Lecturer in Hospitality, Leisure and Tourism, and Annette Pritchard is Senior Lecturer at School of Leisure and Tourism at the University of Wales Institute Cardiff.

Handbook of Services Marketing and Management Teresa Swartz, Dawn Iacobucci, 2000. What a rarity to see a who's who of thought leaders on any subject create original material for an anthology. It's a real collegial tribute to Teresa A. Swartz and Dawn Iacobucci that they have been able to assemble such a treasure of original material, including some of the last from our late friend and colleague Eric Langeard on topics important to services marketing and management. James Heskett, Harvard Business School.

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