

Marketing Information

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One central and enduring image of the social science researcher is of an individual who commits a great deal of time to collecting original primary data from a field of enquiry. This approach is often underpinned by a sincerely held belief that key research questions can only be explored by the collection of ever new and ever greater amounts of data or that already existing data are insufficient for researchers to test their ideas. Yet such an approach to social science research can be problematic not least because the collection of primary data can be an expensive time consuming and even wasteful approach to social enquiry. Secondary analysis can serve many purposes as well as being a valid approach in its own right. However despite its widespread application secondary analysis is often undervalued or perceived to be the preserve of only those interested in the re use of large scale survey data. Highlighting both the theory and practice of secondary analysis and the use of secondary sources this collection considers the nature of secondary analysis as a research tool reflects on the definitional debates surrounding terms such as secondary analysis data re use and restudies illustrates how secondary analysis is used in social science research and finally reviews the practical methodological and ethical aspects of secondary analysis.

Volume One Using Secondary Sources and Secondary Analysis
Volume Two Quantitative Approaches to Secondary Analysis
Volume Three Qualitative Data and Research in Secondary Analysis
Volume Four Ethical Methodological and Practical Issues in Secondary Analysis

Marketing Information Michael R. Oppenheim, Wendy Diamond Mulcahy, 2013-10-31

Help your patrons create effective marketing research plans with this sourcebook. *Marketing Information: A Strategic Guide for Business and Finance Libraries* identifies and describes secondary published sources of information for typical marketing questions and research projects. Experts in the field offer a guided tour of the signposts and landmarks in the world of marketing information highlighting the most important features. This extensive guide serves as a strategic bibliography covering over 200 printed books and serials subscription databases and free Web sites. *Marketing Information* contains several useful features including basic bibliographic descriptions with publisher location frequency format price and URL contact information for each source listed special text boxes with practical tips techniques and short cuts an alphabetical listing of all source titles an index to subjects and sources. Unlike some research guides that recommend only esoteric and expensive resources this book offers a well balanced mix of the readily available and the costly and or not widely available so that researchers who lack immediate access to a large university business research collection still has a core of accessible materials that can be found in a public library or on the Web. This book will help you provide top notch service to clients such as marketing instructors in developing assignments and

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Secondary Research David W. Stewart,Michael A. Kamins,1993 Celebrated in its first edition as an indispensable guide Secondary Research has been revised to provide the latest information on computer based storage and retrieval systems This volume was originally designed to help locate and obtain secondary sources as well as evaluate and integrate the information from the various sources in order to answer

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Public Affairs Information Service Bulletin ,1927 *Reference Books Bulletin, 1994-1995* Sandy Whiteley,1996 Arranged by broad subject and indexed by narrow subject by format and by title this annual publication offers an overview of the reference materials published during 1994

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