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# MARKETING RESEARCH: A MANAGEMENT INFORMATION APPROACH.

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## Review

By: Darmon, René Y. *Journal of Marketing Research (JMR)*, Aug1978, Vol. 15 Issue 3, p497-498. 2p.

**Subjects:** MARKETING research; Marketing Research and Public Opinion Polling; BOOKS -- Reviews; NONFICTION; MARKETING Research: A Management Information Approach (Book); BELLENGER, Danny N.; GREENBERG, Barnett A.

**MARKETING RESEARCH: A MANAGEMENT INFORMATION APPROACH**, Danny N. Belenger and Barnett A. Greenberg. Homewood, Illinois: Richard D. Irwin, Inc., 1978. 601 pp. \$16.95

The originality of this text lies in its management information approach to marketing research. The point of view is that of the user of marketing research, in contrast to the more "traditional" approach which, according to the authors, is addressed to the future researcher. Accordingly, more space is devoted to managerial decision making and less to the technical aspects of the marketing research process. Nevertheless, the range of material covered is not essentially different from that of most traditional texts on marketing research.

The management information system commitment is reflected in the organization of the book. The first three chapters pertain to the decision to conduct marketing research. Identifying managerial information needs and determining the value of information to management are treated. The marketing research process is described in the seven chapters of Part Two. Covered are such traditional research steps as identifying sources of marketing data, questionnaire design and sampling, qualitative and quantitative research,

# Marketing Research A Management Information Approach

**Judd E. Hollander**



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