



MARKETING RESEARCH



Marketing Research In Practice

E Durkheim



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Market Research in Practice Paul N Hague, Nicholas Hague, Carol-Ann Morgan, 2004-03-03 This practical guide to the basics of market research takes a clear concise step by step approach It describes and explains the various tools and techniques available to market researchers Comparative examples and real life international case studies help make the basics of market research straightforward and accessible Market Research in Practice assumes no previous knowledge of the subject and offers guidance for the reader who is either studying or completely new to market research The book also outlines data protection legislation and details the professional ethics incorporated in the MRS Code of Conduct Contents include the role of market research market research design desk research focus groups and in depth interviews sampling questionnaire design interviewing self completion questionnaires and e surveys data analysis report findings Part of the new Market Research in Practice series and published in association with the Market Research Society Market Research in Practice is an invaluable guide for students researchers marketers and users of market research

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depth coverage of secondary research the practice of customer based management is highlighted as this book helps students see what real companies are doing for their marketing research This book provides students a realistic and current view of the practice and importance of marketing research in the business world Marketing in Practice, in Research, in Training
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