



## Synopsis

Directed primarily toward undergraduate marketing college/university majors, this text also provides practical content to current and aspiring industry professionals. Marketing Research gives readers a nuts and bolts understanding of marketing research and provides them with extensive information on how to use it. This text provides the fundamentals of the statistical procedures used to analyze data without dwelling on the more complex and intricate concepts.

## Book Information

Hardcover: 496 pages

Publisher: Pearson; 7 edition (January 7, 2013)

Language: English

ISBN-10: 0133074676

ISBN-13: 978-0133074673

Product Dimensions: 8.1 x 1 x 9.9 inches

Shipping Weight: 2.2 pounds (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars [See all reviews](#) (32 customer reviews)

Best Sellers Rank: #65,743 in Books (See Top 100 in Books) #59 in [Books > Business & Money > Marketing & Sales > Marketing > Research](#) #88 in [Books > Textbooks > Business & Finance > Marketing](#) #18579 in [Books > Reference](#)

## Customer Reviews

I was required to purchase this book for a Marketing class in my Business Economics degree. It was well-written and easy to read. The topics covered were relevant, and I decided to keep the book after the class for future reference.

Very nice presentation with balance between content, images and case studies. A book that takes you through all the process, understandable for non related professionals but a MUST for experts on the field. Half of the book contains whatever you need to be an expert, the other half contains the application on the field. Also contains a very detailed names and topics INDEX. It has a magnificent writing to involve you on this marketing field, and a magic easy to understand teaching. A MUST HAVE book on Marketing.

The book was in ok condition. However, it was an international edition, which I did not enter an ISBN for. Also, the cd which came with the book was broken into many pieces when I received it.

At first, I was upset because the CD was missing, but the seller has been very conscious to repair his mistake and refunded the whole price of the book! Thanks!

Vita books was awesome and completely accommodated me about returning the book and refunding me when I found out I no longer needed it... I really appreciated it

Great condition. Satisfied with my purchase.

The final project was pretty hard. Prof had us do a WHOLE MARKETING RESEARCH presentation with slides and everything. It took like two whole days to prepare for. Wow. Can't believe I got a B (barely).

Good Condition.

[Download to continue reading...](#)

Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) Network Marketing :

How To Recruit Prospect Step By Step From Newbies To Professional in network marketing: network marketing, multiple marketing, MLM, ... Step from Newbies to Professional Book 5)  
FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business Marketing, Social Media Marketing) Marketing Research (7th Edition) No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses Network Marketing: Network Marketing Recruiting for Facebook: How to Find People to Talk to and What to Say When You Do (MLM Recruiting, Direct Sales, Network Marketing, Home Business) Make Over Your Marketing, 12 Months of Marketing for Salon and Spa: A guide for how-to make over every aspect of marketing in the salon and spa Network Marketing For Introverts: Guide To Success For The Shy Network Marketer (network marketing, multi level marketing, mlm, direct sales) Network Marketing: Master Plan: How to Go From Newbie to Network Marketing Rock Star in Less Than a Year (Multilevel Marketing, MLM) 26 Instant Marketing Ideas to Build Your Network Marketing Business: Powerful Marketing Tips & Campaigns to Build Your Business F-A-S-T! Affiliate Marketing: Develop An Online Business Empire from Selling Other Peoples Products (Affiliate Marketing 101, Affiliate Marketing Empire) Social Media: Master Strategies For Social Media Marketing - Facebook, Instagram, Twitter, YouTube & LinkedIn (Social Media, Social Media Marketing, Facebook, ... Instagram, Internet Marketing Book 3)

[Dmca](#)