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Marketing Research, 11th Edition



Synopsis

Marketing Research, 11th Edition prepares marketing students to make data driven business decisions. With a focus on market intelligence, strategy, theory and application, the authors introduce the latest developments in the field of marketing research and discuss their impact on marketing research applicationsâall in a macro-micro-macro framework to help students understand the big picture. This revised edition, while building on the online marketing research content, tracks recent developments in areas such as relationship marketing, social media, and mobile marketing and explores how these advancements are moving to the forefront of business strategies.

Book Information

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Customer Reviews

I tested out of statistics, so I figured I was ok to take a class in Marketing Research. I might have been with another text book. This book assumes you have more experience in statistics than I saw on the test or in any of the elementary statistics books I studied - I was really quite lost during the sections using statistics. Otherwise, the book was ok. I liked the (generally) short chapter length, even if it meant I had to read more chapters each week than for other classes.

I liked the look and ease of use. It was cool making Flashcards and easy to come back to wherever you had left off with the bookmark feature! should always let prospective buyers try the book for free so that they can experience the full effects of an ebook like this.

Don't buy the book, unless this is your dream job - but seriously I hated this class. And SPSS. Someone told me to take the course online and invest in the test bank, I didn't know that information prior to taking the class so I had to muscle through it and read this dreadful book.

Good information. A little dry to read. I got the Kindle version on my iPad mini it was hard to navigate back and forth. A little easier on my desktop screen.

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