



# Marketing Research

## Delivering Customer Insight

*4th edition*

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Macmillan International Higher Education

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This core textbook provides students with a concise and user-friendly overview of the marketing research process, taking a refreshingly non-technical approach. The goal of this focused text is to equip students with the skills needed to interpret and implement the outcomes of such research to effectuate meaningful change. Keeping digital data and internet research at its heart, Marketing Research details the main stages of the research process, covering both quantitative and qualitative methods and offers a plethora of case studies and examples. Now in its fourth edition, this popular and accessible textbook is ideal for use on marketing research courses at diploma, undergraduate, postgraduate and MBA levels. This book has also been written to support The Market Research Society's Diploma Module: The Principles of Market & Social Research.

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### FEATURES

- Covers the most recent developments in marketing research including online research and web analytics. Offers balanced coverage of both quantitative and qualitative methods. Packed with examples and practitioner insights to enhance skills development in technical methods and practical application to generate customer insight. Grounded in real-life practice with opening cases from well-known organisations and 10 detailed case histories of a variety of internationally-recognized brands. Authoritative yet supportive style intended for students taking their first marketing research course.