FOURTH EDITION

MARKETING RESEARCH

Marketing research can be a daunting subject if not taught correctly. The mere mention of inferential statistics or statistical significance causes many students to close their minds and develop a mental block towards the topic. This is largely because most texts spend too little time teaching students the basic concepts before ploughing into the analysis of data and associated statistical formulas. Marketing Research follows a simple layout that is easy to read with text that is written in understandable, plain English. It will equip undergraduate marketing students with the skills necessary to plan and conduct basic marketing research projects in an efficient and effective manner, in a business world that demands more and more information on which to base decisions.

To help students, this book contains the following features:

- Learning outcomes at the beginning of every chapter
- Definitions highlighted to emphasise their importance
- Easy to understand practical examples
- Clear diagrams and figures
- Relevant and up-to-date case studies
- Self-assessment questions
- Summaries of the key issues covered in each chapter.

Marketing Research, now in its fourth edition, provides a methodical introduction to the fascinating world of marketing research.





Marketing Research 4th Edition

Edward F. McQuarrie

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