



Marketing Research

By Alan Wilson

Prentice Hall, 2002. Softcover. Book Condition: Neu. Gebrauch - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - For undergraduate and postgraduate courses in marketing research in marketing and business programmes, and for the MRS (Market Research Society) Diploma and the CIM module in Market Research. "Marketing Research: An Integrated Approach" places marketing research into the bigger picture of marketing and demonstrates how marketing research and its understanding should be seen as a key element of marketing rather than as a back room activity performed by statisticians. The text integrates the key concepts and techniques of marketing research with the management of customer information from databases, loyalty cards and customer files. The book is written in a clear and accessible style and includes many examples, real life case histories and discussions of current issues in marketing research and customer information management. Heavily case based approach, with up-to-date coverage of international marketing research throughout, this texts overriding aim is to provide academic rigour with real-life practicality. 353 pp. Englisch.



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