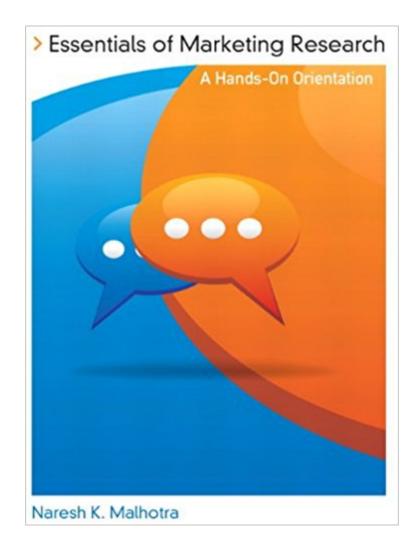


## The book was found

# Essentials Of Marketing Research: A Hands-On Orientation





### Synopsis

For courses in Marketing Research at two- and four-year colleges and universities An engaging, do-it-yourself approach to marketing research Essentials of Marketing Research: A Hands-On Orientation presents a concise overview of marketing research via a do-it-yourself approach that engages students. Building on the foundation of his successful previous titlesa "Basic Marketing Research: Integration of Social Media and Marketing Research: An Applied Orientationâ "author Naresh Malhotra covers concepts at an elementary level, deemphasizing statistics and formulas. Sensitive to the needs of todayâ <sup>™</sup>s undergraduates, Malhotra integrates online and social media content, and provides current, contemporary examples that ground course material in the real world. This text provides a better teaching and learning experienceâ "for you and your students. It will help you to: â ¢ Give students a framework for understanding: A clear framework helps students grasp marketing research principles, as well as the relationship between marketing research and management.â ¢ Emphasize practical applications: A do-it-yourself approach and detailed real-world cases let students see how marketing research is actually conducted.â ¢ Foster interest through contemporary content: Current examples and an emphasis on online market research and social media helps students understand the relevance of course material.â ¢ Enable student success via learning aids: Various tools, throughout the text and at the end of each chapter, support students as they learn and review.

#### **Book Information**

Paperback: 432 pages Publisher: Pearson; 1 edition (January 20, 2014) Language: English ISBN-10: 0137066732 ISBN-13: 978-0137066735 Product Dimensions: 8.4 x 0.8 x 10.7 inches Shipping Weight: 1.8 pounds (View shipping rates and policies) Average Customer Review: 2.0 out of 5 stars 1 customer review Best Sellers Rank: #40,192 in Books (See Top 100 in Books) #52 in Books > Business & Money > Marketing & Sales > Marketing > Research #130 in Books > Textbooks > Business & Finance > Marketing

#### **Customer Reviews**

the cover is not the same as shown here! I expected the same book cover as image shows!

#### Download to continue reading...

Essentials of Marketing Research: A Hands-On Orientation Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing 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) Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams - Network Marketing Secrets Revealed, ... Books, Scam Free Network Marketing Book 1) Email Marketing: This Book Includes Email Marketing Beginners Guide, Email Marketing Strategies, Email Marketing Tips & Tricks Kenya in Perspective - Orientation Guide and Swahili Cultural Orientation: Geography, History, Economy, Security, Nairobi, Mombasa, Nakuru, Kenyatta, Lake Victoria, Maasai, Samburu, Tribes, Bantu Nigeria in Perspective -Orientation Guide and Hausa, Igbo, and Yoruba Cultural Orientation: Geography, History, Economy, Security, Kano, Kaduna, Slavery, Nollywood, Kanywood, Benue, Sokoto, Enugu Colombia in Perspective - Orientation Guide and Spanish Cultural Orientation: Geography, History, Economy, Society, Security, Military, Religion, , Bogota, Medellin, Cali, Narcotrafficking Kuwait in Perspective -Orientation Guide and Arabic Cultural Orientation: Geography, History, Economy, Security, al-Jahra, Persia, Irag Invasion, Persian Gulf War, Bidoon, Mubarak the Great, Oil United Arab Emirates (UAE) in Perspective - Orientation Guide and Emirati Cultural Orientation: Geography, History, Economy, Security, Customs, Rural and Urban Life, Abu Dhabi, Dubai, Al-Ain, Islam Marketing Research: An Applied Orientation (6th Edition) Essentials of Marketing Research (Irwin Marketing) Modern Essentials Bundle 6th - Modern Essentials 6th Edition a Contemporary Guide to the Therapeutic Use of Essential Oils, An Introduction to Modern Essentials, and Modern Essentials Reference Card Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investment (Marketing/Sales/Adv & Promo) Marketing Campaign Development: What Marketing Executives Need to Know About Architecting Global Integrated Marketing Campaigns BASIC MARKETING: A Marketing Strategy Planning Approach (Irwin Marketing) Instagram Marketing: A Picture Perfect Way to Strike It Rich! (Facebook Marketing, Youtube Marketing 2) No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses

Contact Us

DMCA

Privacy

FAQ & Help