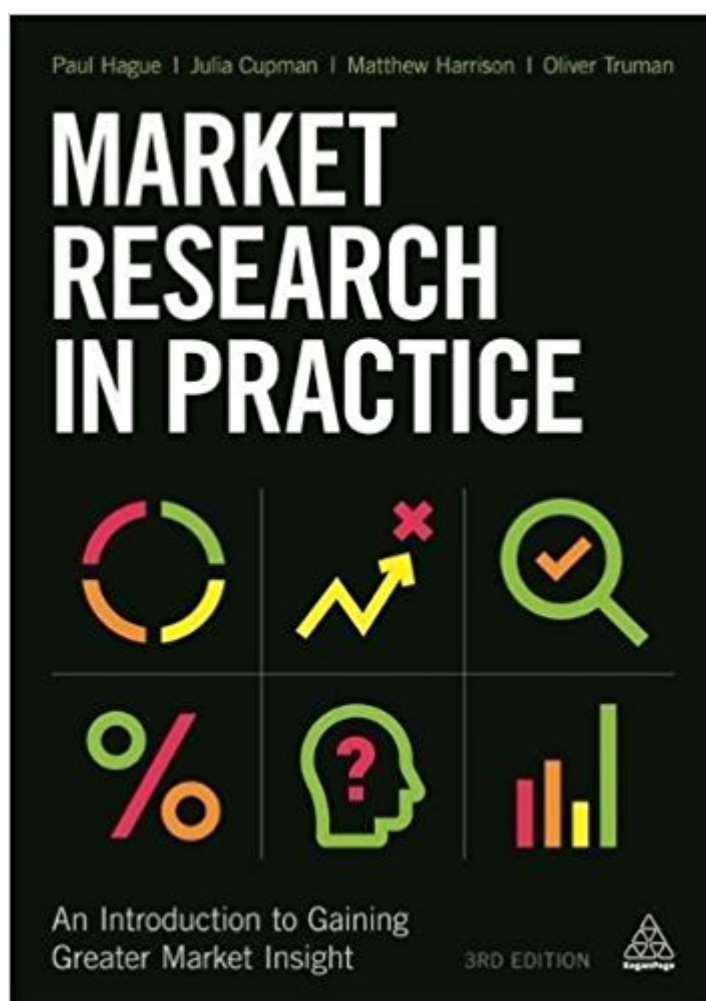


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# Market Research In Practice: An Introduction To Gaining Greater Market Insight



## Synopsis

As organizations become increasingly sophisticated, the need to profile customers, deliver customer satisfaction, target certain audiences, develop brands, and optimize prices is even more important. Introducing market research tools, approaches, and issues, this book provides a clear, step-by-step guide from the beginning steps of planning and executing a project through to analyzing and presenting the results. This fully updated third edition has been revised to reflect the most recent trends in the industry. Ten new chapters cover issues including: ethics in market research, qualitative research, quantitative research, as well as key concepts such as international research, how to design a questionnaire, how to choose a sample, and how to carry out interviews. There are also tips, advice, and new international case studies from the authors' own experiences, which ground the concepts in business reality.

## Book Information

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## Customer Reviews

"Any B2B marketer who is looking to increase awareness of their own market, or even those using market research to investigate new areas, will benefit from this book." (Charlie King, Kelso Consulting B2B Marketing)"A practical introduction to market research for students and for people who want to carry out or manage their own surveys." (Journal of Economic Literature)"A nice job of explaining the whole process of research, from the initial inkling of the need to do research through reporting the results." (Quirk's Marketing Research Review)"If you are new to market research then this should be your bible. If you hate guessing what your customers are thinking, then this should be your road map. And if you are a marketer, young or old, then this masterly reference piece will serve

as a timely reminder that the most effective marketing is still about thinking and planning." (John Dodds, Global Director Brand and Marketing Communications Excellence Air Products)"An ideal textbook for college and university Business Management and Market Research curriculums, Market Research in Practice: An Introduction to Gaining Greater Market Insight will prove to be of immense and practical value to both aspiring and practicing corporate marketing directors and researchers. An absolutely essential addition to academic and corporate Business & Marketing instructional reference collections." (Reviewer's Bookwatch, Buhle's Bookshelf Midwest Book Review)"Accessible and attractively presented with a good structure built on years of first-hand experience. Provides insights with clear tips for success throughout." (John Pal, Senior Lecturer in Retailing Manchester Business School)"Easy to read, easy to understand ... a book to have, not only for students, but definitely also for business people." (Jeroen Beukeboom, MBA, Senior Business Development Analyst AkzoNobel Industrial Coatings)"The world of market research is constantly evolving with new methods and technologies. It's important to have a resource that you trust to remind you of the foundations of research-done-well. A valuable tool for insights professionals of all types, this is the book that I use with my team, whether we're searching for new inspiration or just want to go back to basics." (Rebecca Cunningham, Senior Market Research Manager Stanley Black & Decker, Inc.)"A great book for those who will come into contact with research at any level and are interested in the methods used or are looking for new ideas to broaden their own forms of research." (Professional Marketing)"[A] practical guide to the basics of marketing research. Filled with real-world applications and important details, the book presents a step-by-step approach to conducting primary research, from planning a project through execution, analysis, and presentation of findings. The guide not only outlines the fundamental steps, but reviews the complete ten-week market research cycle. ... Liberal use of examples and a variety of graphics peppered throughout enhance readability. Undergraduate business students or MBA students with little prior exposure to the area will find this book very helpful." (S.D. Clark, St. John's University Choice)"A really practical, down-to-earth book with clearly laid out examples and illustrations. The use of real-life scenarios helps to de-mystify the world of research through logical steps." (Carol Sheppard, Customer Experience Research Manager Molson Coors)"We are reminded of the scope of issues that market research helps us with and how exciting market research can be. Grounded in the realities of the product lifecycle along with the core strategic decisions (about products and markets) and management decisions (about the marketing mix) that are made in marketing, this is a very useful explanation and guide to using and undertaking market research. Whether you are interested in understanding markets, customers, the offer or positioning,

this book offers accessible explanations of methods and applications. With top tips and helpful summaries, this is an excellent handbook for all those seeking to implement data collection and use market research information. It will help those commissioning or undertaking market research to plan to get the best from each project. This book will be useful to those interested in information-based decisions – practitioners and students of management in both the public and private sectors. The book covers both secondary and primary data it encompasses our move to interest in big data as well as making the most of small-sample qualitative studies. In this context, it puts sampling into context and gives insight into the appreciation of validity. The section on analysis suggests practical approaches to presenting results based on descriptive outcomes and multivariate analysis to understand market segmentation. The book clearly draws on a wealth of experience; it is credible and understandable, and I would recommend it to anyone undertaking marketing information gathering." (Prof Gill Wright, Chair of Strategic Marketing Manchester Metropolitan University)

All the authors are associated with B2B International, one of the world's leading business-to-business market research specialist agencies. Matthew Harrison set up and ran the company's offices in Beijing and New York and is now a Director. Julia Cupman is Global Director and runs the US office in New York. Oliver Truman is a Director responsible for technical development. Paul Hague is Managing Director; his clients have included some of the largest corporations in Europe and the United States. He is also co-author of the previous edition of *Market Research in Practice* (Kogan Page).

The authors present a revised version of this hefty tome that sets out to show practical, actionable uses of market research activities that can be implemented in any company. It crosses over with ease from being a book full of mere theory, although that said, it also provides a very good summary of theory as well! It is a book that can be a great aid to a student, which can keep them company within their working life. Even the more experienced pro need not feel ashamed consulting this either. The book covers the fundamentals of what is market research and why is it important, before looking at how it can be implemented and the specific methods and forms that are at the disposal of a practitioner today. A lot is covered in a relatively few pages, yet it does not feel as if one is being short-changed. Clearly there can be whole books focusing on a specific subject that the authors give a few pages to, yet it is enough to whet your appetite, give you the core information and, of course, act as a jumping-off point to further reading and research if required. Mixed in with the

advice is a lot of real-world examples of market research, based in part on the authors' own experiences and activities. This can, especially for the less-experienced, be literary gold to help put elements in context and make them somehow more real. It proved to be a veritable information-fest and a great resource for beginner and more-experienced practitioner alike. A short but sweet review for a very engaging, useful book.

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