

Synopsis

Directed primarily toward undergraduate marketing college/university majors, this text also provides practical content to current and aspiring industry professionals. Marketing Research gives readers a nuts and bolts understanding of marketing research and provides them with extensive information on how to use it. This text provides the fundamentals of the statistical procedures used to analyze data without dwelling on the more complex and intricate concepts.

Book Information

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Average Customer Review: 4.3 out of 5 stars [See all reviews](#) (32 customer reviews)

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Customer Reviews

I was required to purchase this book for a Marketing class in my Business Economics degree. It was well-written and easy to read. The topics covered were relevant, and I decided to keep the book after the class for future reference.

Very nice presentation with balance between content, images and case studies. A book that takes you through all the process, understandable for non related professionals but a MUST for experts on the field. Half of the book contains whatever you need to be an expert, the other half contains the application on the field. Also contains a very detailed names and topics INDEX. It has a magnificent writing to involve you on this marketing field, and a magic easy to understand teaching. A MUST HAVE book on Marketing.

The book was in ok condition. However, it was an international edition, which I did not enter an ISBN for. Also, the cd which came with the book was broken into many pieces when I received it.

At first, I was upset because the CD was missing, but the seller has been very conscious to repair his mistake and refunded the whole price of the book! Thanks!

Vita books was awesome and completely accommodated me about returning the book and refunding me when I found out I no longer needed it... I really appreciated it

Great condition. Satisfied with my purchase.

The final project was pretty hard. Prof had us do a WHOLE MARKETING RESEARCH presentation with slides and everything. It took like two whole days to prepare for. Wow. Can't believe I got a B (barely).

Good Condition.

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