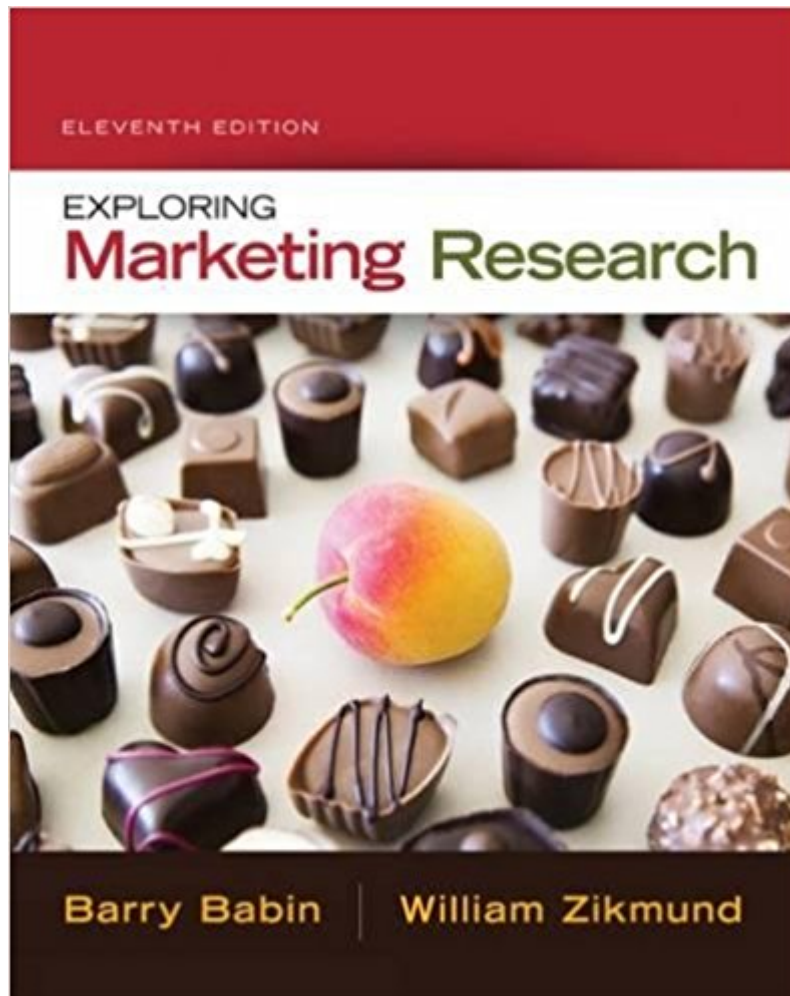




Ebook Directory
the best source of ebook

The book was found

Exploring Marketing Research (with Qualtrics Printed Access Card)



Synopsis

EXPLORING MARKETING RESEARCH, 11E, provides a thorough guide to the design, execution, analysis, and reporting of marketing research to support effective business decisions. The text prepares students to approach marketing research from a management perspective rather than as hands-on practitioners, providing valuable business context while introducing both traditional research methods, such as designing questionnaires, and the latest technological advances, including current data collection devices, data analysis tools, practical approaches to data analytics, and the impact of social media and artifactual online data. In addition to updates based on recent trends and technology, the new 11th Edition features an increased emphasis on ethical and international issues, reflecting their growing importance in modern marketing research.

Book Information

Hardcover: 736 pages

Publisher: Cengage Learning; 11 edition (April 3, 2015)

Language: English

ISBN-10: 1305263529

ISBN-13: 978-1305263529

Product Dimensions: 11 x 8.6 x 1.2 inches

Shipping Weight: 3.4 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 1 customer review

Best Sellers Rank: #37,955 in Books (See Top 100 in Books) #48 in [Books > Business & Money > Marketing & Sales > Marketing > Research](#) #128 in [Books > Textbooks > Business & Finance > Marketing](#)

Customer Reviews

Barry J. Babin has authored over 70 research publications in some of the most prestigious research periodicals, including the JOURNAL OF MARKETING, THE JOURNAL OF CONSUMER RESEARCH, THE JOURNAL OF BUSINESS RESEARCH, THE JOURNAL OF RETAILING, PSYCHOLOGICAL REPORTS, PSYCHOLOGY AND MARKETING, and THE JOURNAL OF THE ACADEMY OF MARKETING SCIENCE, among others. Babin is currently Max P. Watson, Jr., Professor of Business and chair of the department of marketing and analysis at Louisiana Tech University. He has won numerous honors for his research, including the Louis K. Brandt Faculty Research Award from the University of Southern Mississippi (on three occasions), the 1996 Society for Marketing Advances (SMA) Steven J. Shaw Award, the 1997 Omerre Deserres Award for

Outstanding Contributions to Retail and Service Environment Research, and the Academy of Marketing Science's Harold W. Berkman Distinguished Service Award. He is a former president of the Academy of Marketing Sciences and the Society of Marketing Advances, and he currently serves the marketing editor for the JOURNAL OF BUSINESS RESEARCH. Babin's research focuses on the effect of the service environment in creating value for employees and customers. His expertise is in building and understanding value that leads to long-lasting, mutually beneficial relationships with employees and customers. His primary teaching specialties involve consumers and service quality, marketing research, and creative problem solving. A frequent international lecturer, he has presented in Australia, South Korea, France, Germany, New Zealand, South Africa, Canada, Sweden, and the United Kingdom.

William G. Zikmund, Ph.D., was a professor of marketing at Oklahoma State University until his death in 2002. He received his bachelor of science degree in marketing from the University of Colorado, a master of science degree from Southern Illinois University, and a Ph.D. in business administration with a concentration in marketing from the University of Colorado. Professor Zikmund worked in marketing research for Conway/Millikin Company and Remington Arms Company before beginning his academic career, and he had extensive consulting experience with business and not-for-profit organizations. Professor Zikmund published dozens of articles and papers in a diverse group of scholarly journals, including the JOURNAL OF MARKETING, ACCOUNTING REVIEW, and the JOURNAL OF APPLIED PSYCHOLOGY. He was the author of the successful textbooks EXPLORING MARKETING RESEARCH, BUSINESS RESEARCH METHODS, MARKETING, and EFFECTIVE MARKETING, as well as a work of fiction: A CORPORATE BESTIARY. Professor Zikmund was a member of several professional organizations, including the American Marketing Association, the Academy of Marketing Science, the Association for Consumer Research, the Society for Marketing Advances, the Marketing Educators' Association, and the Association of Collegiate Marketing Educators. He served on the editorial review boards of the JOURNAL OF MARKETING EDUCATION, MARKETING EDUCATION REVIEW, JOURNAL OF THE ACADEMY OF MARKETING SCIENCE, and JOURNAL OF BUSINESS RESEARCH. Professor Zikmund was an accomplished educator who strived to be creative and innovate in the classroom, and his books have been used in universities in Europe, Asia, Africa, South America, and North America, reaching more than a half million students worldwide.

Great book! Exactly what I was looking for!

[Download to continue reading...](#)

Exploring Marketing Research (with Qualtrics Printed Access Card and DVD) Exploring Marketing Research (with Qualtrics Printed Access Card) Basic Marketing Research (with Qualtrics Printed Access Card) (TEST series page) Essentials of Marketing Research (with Qualtrics, 1 term (6 months) Printed Access Card) Modern Marketing Research: Concepts, Methods, and Cases (with Qualtrics Printed Access Card) Essentials of Marketing Research (with Qualtrics Printed Access Card) Essential Jazz (with CourseMate Printed Access Card and Download Card for 2-CD Set Printed Access Card) Business Research Methods (with Qualtrics Printed Access Card) Understanding Health Insurance: A Guide to Billing and Reimbursement (with Premium Web Site, 2 terms (12 months) Printed Access Card and Cengage EncoderPro.com Demo Printed Access Card) Understanding ICD-10-CM and ICD-10-PCS: A Worktext (with Cengage EncoderPro.com Demo Printed Access Card and Premium Web Site, 2 terms (12 months) Printed Access Card) Database Systems: Design, Implementation, and Management (with Premium WebSite Printed Access Card and Essential Textbook Resources Printed Access Card) Bundle: NUTR, 2nd + Online, 1 term (6 months) Printed Access Card + Diet and Wellness Plus, 1 term (6 months) Printed Access Card Bundle: M&B 3 + CourseMate, 1 term (6 months) Printed Access Card + LMS Integrated for Aplia, 1 term Printed Access Card Marketing Research: Methodological Foundations (with Qualtrics Card) 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

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)