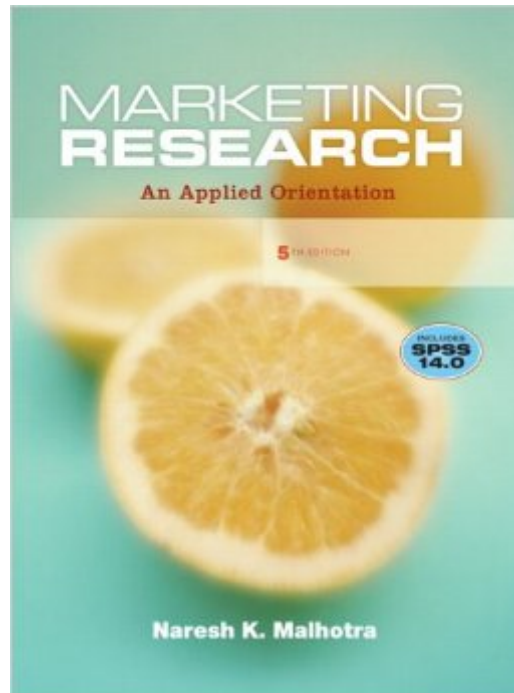


The book was found

Marketing Research: An Applied Orientation (5th Edition)



Synopsis

For graduate and upper-level undergraduate courses in Marketing Research and Marketing Data Analysis. Marketing Research: An Applied Orientation, 5e allows students to actually experience the interaction between marketing research and marketing decision-making.

Book Information

Hardcover: 864 pages

Publisher: Pearson/Prentice Hall; 5th edition (July 8, 2006)

Language: English

ISBN-10: 0132221179

ISBN-13: 978-0132221177

Product Dimensions: 8.7 x 1.6 x 11.2 inches

Shipping Weight: 4.1 pounds

Average Customer Review: 3.9 out of 5 stars [See all reviews](#) (38 customer reviews)

Best Sellers Rank: #139,013 in Books (See Top 100 in Books) #80 in [Books > Computers & Technology > Computer Science > Systems Analysis & Design](#) #144 in [Books > Business & Money > Marketing & Sales > Marketing > Research](#) #231 in [Books > Textbooks > Business & Finance > Marketing](#)

Customer Reviews

When a textbook is as expensive as this one, I generally have high expectations. I just have to ask, how can the publishers justify a textbook retailing for THIS MUCH and still be too lazy to include a glossary in the back of the book? Also, the material is far too repetitive. I expect some repetition in textbooks to reinforce base concepts, but I think there's probably thirty percent that could be cut out of this text without any detrimental effect.

I bought this book to read for personal/professional interest (I work in the field of marketing analytics), under the advice that this is the preeminent text in the field today. The first half of the text is very good, as it adequately surveys (no pun intended) the marketing research field and presents methods for research (and research instrument) design. The second half pertains to technical/quantitative issues, and, while serving as a good primer, is a little too superficial to be of much use in application. For instance, in discussing sampling techniques the author makes a point of saying that simple random sampling (SRS) is seldom used in marketing research due to certain inherent weaknesses, and then proceeds to discuss a few alternative techniques. This is all well

and good, but when it comes to presenting the quantitative determination of sample size, the author elaborates on how to determine sample sizes for performing SRS, and then advises the reader to look elsewhere for determining sample sizes for the techniques he had previously cited as being more common/relevant. This type of treatment presented itself frequently in the latter half of the book, and became frustrating. All things considered, this is probably a very good book for MBA students, but there might be more rigorous treatments available for those who intend to work in the field.

The book is extensive. It will serve as a valuable reference for business people who do not specialize in research; but it is a must read for Marketing People. Following the book you will be able to create and execute a complete marketing research program. I have used this book in a number of projects and the results were pleasing. Do not read this book unless you intend to use it. It is a difficult book for people who have average business knowledge.

The book spends too much time on developing a questionnaire and what errors you can have in sampling a population. Then in the factor and discriminate sections the book blows through it too quickly and doesn't explain the difference between determining attitude vs. behavior differences. Not a good book for non-MBA people, even as a class textbook it wasn't so good.

While this book is very comprehensive, it has way too much information that seems like it has been copied verbatim from some marketing brochures. Most of the mini-cases in the book are not very helpful and just add to the bloat. Also be aware that the SPSS version that comes with the software is slightly outdated, time-limited, and restricted in functionality (e.g. file-size). If you consider buying this book for the included SPSS version, don't. If you are looking for a good marketing research textbook, try to find something more condensed.

If you want to continue working on Marketing Research this could be the book you would like to have permanently in your bookshelf. It's very complete and provides deep but comprehensive understanding of the subject. It's not for beginners, you are required to have certain knowledge of advanced statistics. Excellent for graduates and seniors. Regards, Viviana

This is a good book for anyone at the grad level looking to learn the basics of mkt. research. The SPSS CD is useful and I found it to be a great tool, especially when doing complex regression

projects. The examples provided are very useful. Though sometimes, some sections, seem drawn out, I enjoyed reading this book. A definite 'BUY' !

Of all the books that I have read in my 12 year career in MR, this one is the best. The coverage is a bit skewed towards quantitative methods, but it is excellent on that. A must have for those who are new to MR and can also serve as a good reference book for practitioners. P.A. Arun

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

Marketing Research: An Applied Orientation (5th Edition) Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) Marketing Research: An Applied Orientation (6th Edition) 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) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Qualitative Research Design: An Interactive Approach (Applied Social Research Methods) Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) Network Marketing : How To Recruit Prospect Step By Step From Newbies To Professional in network marketing: network marketing, multiple marketing, MLM, ... Step from Newbies to Professional Book 5) FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business Marketing, Social Media Marketing) Developing Your Theoretical Orientation in Counseling and Psychotherapy (3rd Edition) (Merrill Counseling) Fast Facts for the ER Nurse: Emergency Room Orientation in a Nutshell,

Second Edition Fast Facts for the L&D Nurse, Second Edition: Labor and Delivery Orientation in a
Nutshell Java and Object Orientation Localization and Orientation in Biology and Engineering
(Proceedings in Life Sciences) Living Proud! Understanding Sexual Orientation and Gender Identity
(Living Proud! Growing Up Lgbtq)

[Dmca](#)