

The book was found

Marketing Research



Synopsis

In *Marketing Research*, 10th Edition, authors Carl McDaniel and Roger Gates share their industry experience to teach students how to make critical business decisions through the study of market research. Designed for marketing research courses, the authors' practical, applications-based approach features Real Data, Real People, and Real Research, to prepare students to conduct and use market research for future careers in business. Co-author Roger Gates, President of DSS Research, infuses the text with a practitioner perspective, helping students learn how to use marketing research through a practical presentation of theory and practice. WileyPLUS Learning Space is an easy way for students to learn, collaborate, and grow. With WileyPLUS Learning Space, students create a personalized study plan, assess progress along the way, and make deeper connections as they interact with the course material and each other. This collaborative learning environment provides immediate insight into strengths and problem areas through a combination of dynamic course materials and visual reports so that you can act on what's most important. *Access to WileyPLUS Learning Space is sold separately.

Book Information

Paperback: 624 pages

Publisher: Wiley; 10 edition (October 24, 2014)

Language: English

ISBN-10: 1118808843

ISBN-13: 978-1118808849

Product Dimensions: 7.9 x 0.7 x 9.7 inches

Shipping Weight: 2.2 pounds (View shipping rates and policies)

Average Customer Review: 3.8 out of 5 stars See all reviews (6 customer reviews)

Best Sellers Rank: #29,599 in Books (See Top 100 in Books) #25 in Books > Business & Money > Marketing & Sales > Marketing > Research #54 in Books > Textbooks > Business & Finance > Marketing

Customer Reviews

good

This book is missing important content that really inhibited my ability to get course work in on time. My copy of the Kindle Version of this book was missing. Through the book is statistical charts that you need to understand the work, problem, the charts are not in the Appendix, they are online, but

no where in the book does it list where these are. Its a lame mistake, that has real world consequences. Here is a list of the Appendixes. APPENDIX ONE: In the book. APPENDIX TWO: (Online) APPENDIX THREE: (Online)

great

In depth look at marketing research methods and practices. Lacking a bit on details of how to analyze data, but gives you a good overview and well-supported by current literature. I used this text in graduate level course.

Haven't finished reading it yet, but it is required for the course. I didn't need the online access, so purchasing this text used resulted in tremendous savings and value.

As up to date as a book can be about an every-changing/evolving industry which made only a small amount of online research necessary. Make sure to get chegg.com answer keys in order to understand the questions properly.

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

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) 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 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) No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses Network Marketing: Network Marketing Recruiting for Facebook: How to Find People to Talk to and What to Say When You Do (MLM Recruiting, Direct Sales, Network Marketing, Home Business) Make Over Your Marketing, 12 Months of Marketing for Salon and Spa: A guide for how-to make over every aspect of marketing in the salon and spa Network Marketing For Introverts: Guide To Success For The Shy Network Marketer (network marketing, multi level marketing, mlm, direct sales) Network Marketing: Master Plan: How to Go From Newbie to Network Marketing Rock Star in Less Than a Year (Multilevel Marketing, MLM) 26 Instant Marketing Ideas to Build Your Network Marketing Business: Powerful Marketing Tips & Campaigns to Build Your Business F-A-S-T! Affiliate Marketing: Develop An Online Business Empire from Selling Other Peoples Products (Affiliate Marketing 101, Affiliate Marketing Empire) Social Media: Master Strategies For Social Media Marketing - Facebook, Instagram, Twitter, YouTube & LinkedIn (Social Media, Social Media Marketing, Facebook, ... Instagram, Internet Marketing Book 3) Qualitative Research Design: An Interactive Approach (Applied Social Research Methods)

[Dmca](#)