



## Marketing Research: Concepts, Practices, and Cases

By Sunanda Easwaran, Sharmila J. Singh

OUP India. Paperback. Book Condition: new. BRAND NEW, Marketing Research: Concepts, Practices, and Cases, Sunanda Easwaran, Sharmila J. Singh, Marketing Research is a comprehensive textbook specially designed to meet the needs of management students. It combines the quantitative and qualitative aspects of marketing research, and addresses its utility for both the researcher and the end-user. The text provides in-depth coverage of the key elements of the subject: its theoretical foundations, techniques of planning and design, research methodology for the implementation of quantitative and qualitative techniques, presentation and interpretation of findings through reports, and the use of marketing research techniques for developing and evaluating marketing strategies. Among the other important topics discussed are the role of research in marketing, planning for market research, types of research and sources of data, design of questionnaires and interview guides, interview techniques, methods of sampling, implementing qualitative and quantitative research, data editing and tabulation, data analysis, and computer-based techniques of data analysis. Users would find this book highly useful for its coverage of the fundamental concepts of marketing research and its relevance to business decision-making explained through classroom-tested case studies, caselets, tables, flow charts, and diagrams.

[DOWNLOAD](#)



[READ ONLINE](#)  
[ 8.1 MB ]

### Reviews

*An incredibly amazing ebook with perfect and lucid answers. It is written in basic terms and never difficult to understand. Its been written in an exceptionally basic way and it is only right after i finished reading this ebook in which in fact modified me, affect the way i really believe.*

-- Beverly Hoppe

*Extremely helpful for all class of individuals. Better then never, though i am quite late in start reading this one. I realized this publication from my i and dad suggested this ebook to discover.*

-- Adela Schroeder II

## Other Kindle Books

---



### **I Am Reading: Nurturing Young Children's Meaning Making and Joyful Engagement with Any Book (Paperback)**

Heinemann Educational Books, United States, 2015. Paperback. Book Condition: New. 234 x 185 mm. Language: English . Brand New Book. It's vital that we support young children's reading in ways that nurture healthy reading identities, that foster an attraction to...

---



### **Baby Songs and Lullabies for Beginning Guitar Book/online audio(String Letter Publishing) (Acoustic Guitar) (Private Lessons)**

String Letter Publishing, 2010. Paperback. Book Condition: New.

---



### **Design Collection Revealed: Adobe InDesign CS6, Photoshop CS6 Illustrator CS6 (Paperback)**

Cengage Learning, Inc, United States, 2012. Paperback. Book Condition: New. 236 x 190 mm. Language: English . Brand New Book. THE DESIGN COLLECTION REVEALED provides comprehensive step-by-step instruction and in-depth explanation for three of today's most widely used design and layout...

---



### **The genuine book marketing case analysis of the the lam light. Yin Qihua Science Press 21.00(Chinese Edition)**

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2007-01-01 Pages: 244 Publisher: Science Press Welcome Our service and quality to your satisfaction. please tell your friends...

---



### **Twitter Marketing Workbook: How to Market Your Business on Twitter (Paperback)**

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. Workbook. 279 x 216 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Twitter Marketing Workbook 2016 Learn how to market your business on Twitter for free A best-selling...

---



### **Medical information retrieval (21 universities and colleges teaching information literacy education family planning)**

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Pages Number: 269 Publisher: Huazhong Pub. Date :2011-07-01 version 1. The Internet age. information waves. changing. Medical Information Retrieval. provides a...