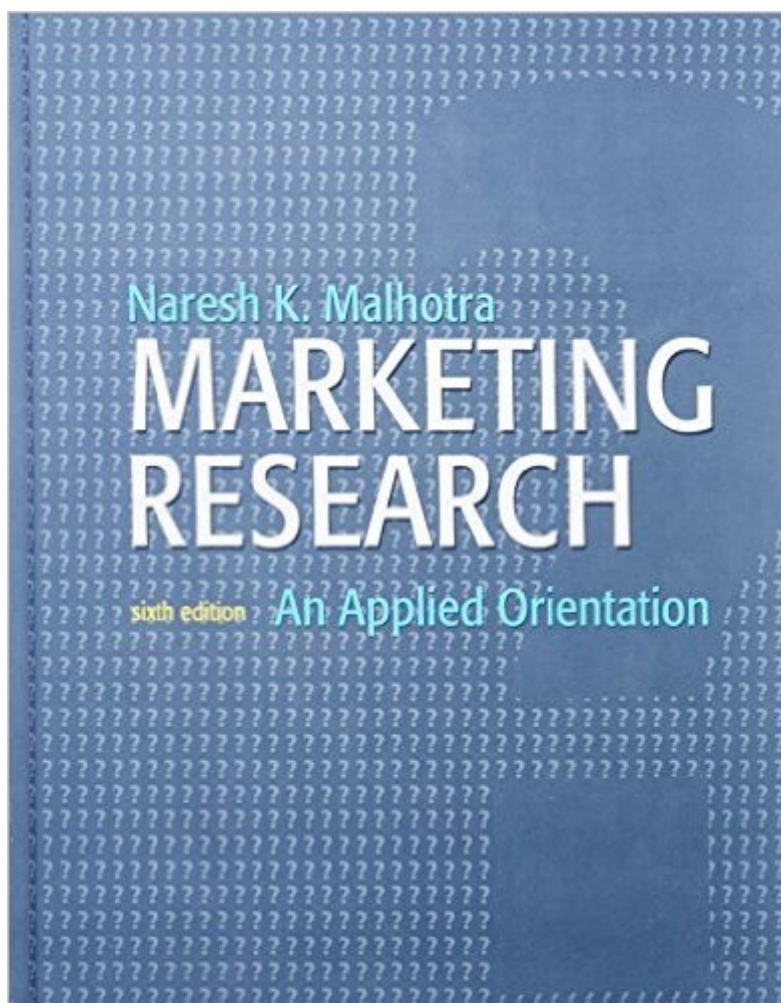


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# Marketing Research: An Applied Orientation (6th Edition)



## Synopsis

For undergraduate and graduate marketing research courses. Experience the Interaction Between Marketing Research and Marketing Decision-Making Marketing Research: An Applied Orientation takes a unique applied and managerial orientation that illustrates the interaction between marketing research decisions and marketing management decisions. This text is comprehensive, practical, and presents balanced coverage of both qualitative and quantitative material. The Sixth Edition is even more current, contemporary, illustrative, and sensitive to user needs.

## Book Information

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## 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 I 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

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