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Essentials Of Marketing Research: A Hands-On Orientation



Synopsis

For courses in Marketing Research at two- and four-year colleges and universities An engaging, do-it-yourself approach to marketing research *Essentials of Marketing Research: A Hands-On Orientation* presents a concise overview of marketing research via a do-it-yourself approach that engages students. Building on the foundation of his successful previous titlesâ “Basic Marketing Research: Integration of Social Media and Marketing Research: An Applied Orientationâ “author Naresh Malhotra covers concepts at an elementary level, deemphasizing statistics and formulas. Sensitive to the needs of todayâ ™s undergraduates, Malhotra integrates online and social media content, and provides current, contemporary examples that ground course material in the real world. This text provides a better teaching and learning experienceâ “for you and your students. It will help you to: â ¢ Give students a framework for understanding: A clear framework helps students grasp marketing research principles, as well as the relationship between marketing research and management.â ¢ Emphasize practical applications: A do-it-yourself approach and detailed real-world cases let students see how marketing research is actually conducted.â ¢ Foster interest through contemporary content: Current examples and an emphasis on online market research and social media helps students understand the relevance of course material.â ¢ Enable student success via learning aids: Various tools, throughout the text and at the end of each chapter, support students as they learn and review.

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