

Chapter 10

Core of Marketing Research:

Collecting + Recording + Analyzing + Interpreting = Decision-Making

The Marketing Research Process

Defining the objectives and research needs => Designing the research => Collecting the data => Analyzing data and developing insights => Developing and implementing an action plan

Step 1: Defining Objectives and Research Needs

>> What information is needed to answer specific research questions?

>> How should that information be obtained?

Step 2: Designing the Research

> Identify type of data needed

> Determine type of research needed to obtain data

Step 3: Collecting the Data

Secondary Data:

- Collected prior to the start of the research project.
- External as well as internal data sources.

Primary Data:

- Collected to address specific research needs.

Marketing The Core Chapter 10

Jody Hornor



Marketing The Core Chapter 10:

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give you hands on experience Data sets for the software are available on the companion website at www.wiley.com/college/mcdaniel **Business Marketing Management** Hutt,1997-09 *Instructor's Manual to Accompany Strategic Marketing Problems* Roger A. Kerin,Robert A. Peterson,1984 Forty five contemporary marketing cases focusing on major decisions faced by marketing executives present a diverse set of issues in a variety of industries Sixty percent of the cases are new revised or updated for this edition sixth edition was 1993 This annotated instructor s edition provides information on case introductions computational work supplementary data teaching suggestions as well as notations which link specific topics or cases to corresponding sections in the Instructor s Manual Annotation copyright by Book News Inc Portland OR

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International Marketing and Export Management Gerald S. Albaum, Edwin Duerr, Jesper Strandskov, 2005 Albaum Duerr and Strandskov offer a unique focus on export management The comprehensive coverage provides a wealth of examples and cases with a good spread of academic and non academic sources The balance between theory and practice is just right I highly recommend this text Geraldine Cohen Lecturer School of Business and Marketing Brunel University Looking to learn about marketing decisions and management processes needed to develop export operations either in a small to medium size business or in a global corporation With changing opportunities and challenges in the global environment International Marketing and Export Management 5th edition provides the most comprehensive and up to date coverage on the topic In my opinion Albaum Duerr and Strandskov have written an excellent text book on the subject of International Marketing and students will find it both readable and extremely informative David Demick Senior Lecturer School of Marketing Entrepreneurship and Strategy University of Ulster Geared to both undergraduate and postgraduate courses on International Marketing or Export Marketing International Trade this book can also be used as a supplementary text on International Business courses and as a useful source of reference to even the most experienced of practitioners New to this edition In response to recent global developments the authors have increased emphasis on the following the impact of the Internet World Wide Web and e commerce the increasing use of specialized software to assist in managing marketing functions increasing efficiency in logistics and coordinating and controlling enterprises the impact of technological advances on international marketing the changes resulting from China's rapid export led growth and from its entry into the World Trade Organization the growing concerns with respect to social responsibility and the costs of failure to meet societal expectations Visit www.booksites.net/albaum to access valuable teaching tools including an Instructor's Manual and Power Point Slides Gerald Albaum is Research Professor at the Robert O Anderson Schools of Management University of New Mexico and Professor Emeritus of Marketing at the University of Oregon USA He is also Senior Research Fellow at the IC2 Institute University of Texas Austin USA He has been a visiting professor and scholar at universities in Canada Denmark New Zealand Australia Turkey France Finland and Hong Kong Edwin Duerr is a Professor Emeritus of International Business at San Francisco State University USA He has been a visiting professor at universities in Japan Brazil Germany Denmark

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