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MODERN MARKETING RESEARCH

CONCEPTS, METHODS, AND CASES

Modern Marketing Research 2nd Edition By Feinberg

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Modern Marketing Research: Concepts, Methods, and Cases Fred M. Feinberg, Thomas Kinnear, James R.

Taylor, 2012-02-28 Illustrative and analytical MODERN MARKETING RESEARCH CONCEPTS METHODS AND CASES 2nd Edition is a comprehensive introduction to the practice of marketing research The text treats marketing research design as an integrated process walking students through each step from identifying data sources to analyzing findings with various statistical methods Making sense of complex marketing data for students MODERN MARKETING RESEARCH CONCEPTS METHODS AND CASES 2nd Edition explains in detail the analytical and statistical approaches essential in marketing research including standard multivariate methods like Factor Cluster and Conjoint Analyses as well as the latest Hierarchical Bayes Heterogeneity and Sample Selection techniques More than three dozen in text cases highlight research projects in business and academic settings while numerous examples and special interviews with industry experts give them an in depth perspective of marketing research and its applications in the real world Important Notice Media content referenced within the product description or the product text may not be available in the ebook version **Business Research Methods.**

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