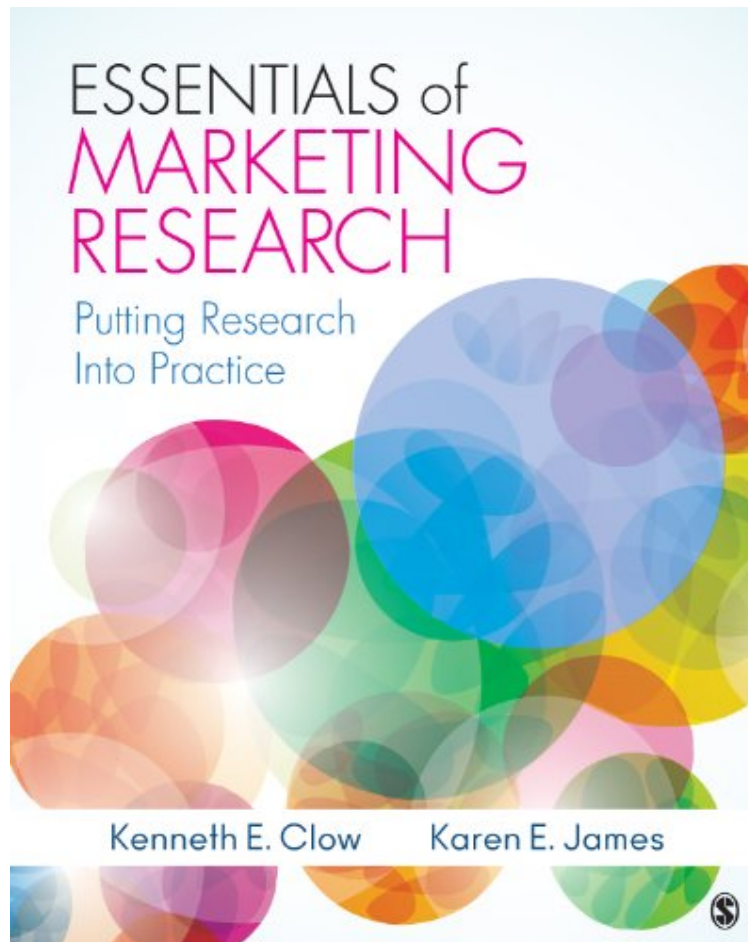


Essentials of Marketing Research: Putting Research Into Practice

Kenneth E. Clow, Karen E. James

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Essentials of Marketing Research: Putting Research into Practice, an exciting new practical guide by Kenneth E. Clow and Karen E. James offers a hands-on, applied approach to developing the fundamental data analysis skills necessary for making better management decisions using marketing research results. Each chapter opens by describing an actual research study related to the chapter content, with rich examples of contemporary research practices skillfully drawn from interviews with marketing research professionals and published practitioner studies. Clow and James explore the

latest research techniques, including social media and other online methodologies, and they examine current statistical methods of analyzing data. With emphasis on how to interpret marketing research results and how to use those findings to make effective management decisions, the authors offer a unique learning-by-doing approach to understanding data analysis, interpreting data, and applying results to decision-making.

"Strengths: well written, comprehensive, easy to read, covers all the major topics. I like it as is!"--Sanjay Mehta (10/07/2013)"The book definitely meets my teaching style and needs. I really do think the book will complement what I and other applied marketing researchers are trying to accomplish."--William Hauser (10/07/2013)-Strengths: well written, comprehensive, easy to read, covers all the major topics. I like it as is!--Sanjay Mehta (10/07/2013)-The book definitely meets my teaching style and needs. I really do think the book will complement what I and other applied marketing researchers are trying to accomplish.---William Hauser (10/07/2013) "Strengths: well written, comprehensive, easy to read, covers all the major topics. I like it as is!" (Sanjay Mehta 2013-10-07)"The book definitely meets my teaching style and needs. I really do think the book will complement what I and other applied marketing researchers are trying to accomplish." (William Hauser 2013-10-07)About the AuthorDr. Kenneth E. Clow is a professor of Marketing in the College of Business Administration at the University of Louisiana at Monroe. Previously, he served as the Dean for the University of North Carolina at Pembroke and as the MBA Director at Pittsburg State University. He obtained his PhD from the University of Arkansas in 1992. Dr. Clow has published over 220 articles in academic journals and proceedings and has written a number of books, including Integrated Advertising, Promotions, and Marketing Communications, 6th edition, Essentials of Marketing, 4th edition, Sports Marketing, and Marketing Management. His articles appear in journals such as Journal of Business Research, The Journal of Marketing Management, the Journal of Services Marketing, the Journal of Contemporary Business Issues, the Journal of Restaurant and Foodservices Marketing, Journal of Professional Services Marketing, Services Marketing Quarterly and The Journal of Hospitality and Leisure Marketing.Dr. Karen E. James is a professor of Marketing and Chair of the Department of Management and Marketing at Louisiana State University Shreveport, where she holds the Joe and Abby Averett Professorship in Business. Dr. James earned both her DBA (1994) and MBA (1987) degrees from Southern Illinois University in Carbondale. She also received a Bachelor of Arts degree from Purdue University in Mass Communication after completing a double major in Public Relations and Radio and Television Production. Dr. James has extensive consulting experience, including health care marketing and focus group moderation consulting. She has created numerous educational supplements for various publishers and teaches marketing research on a regular basis. Her writings have been published in the Business Communication Quarterly, The Journal of Marketing Management, Services Marketing Quarterly, the Higher Education Management and Policy Journal, and the Journal of Education for Business and Marketing Management, among others.