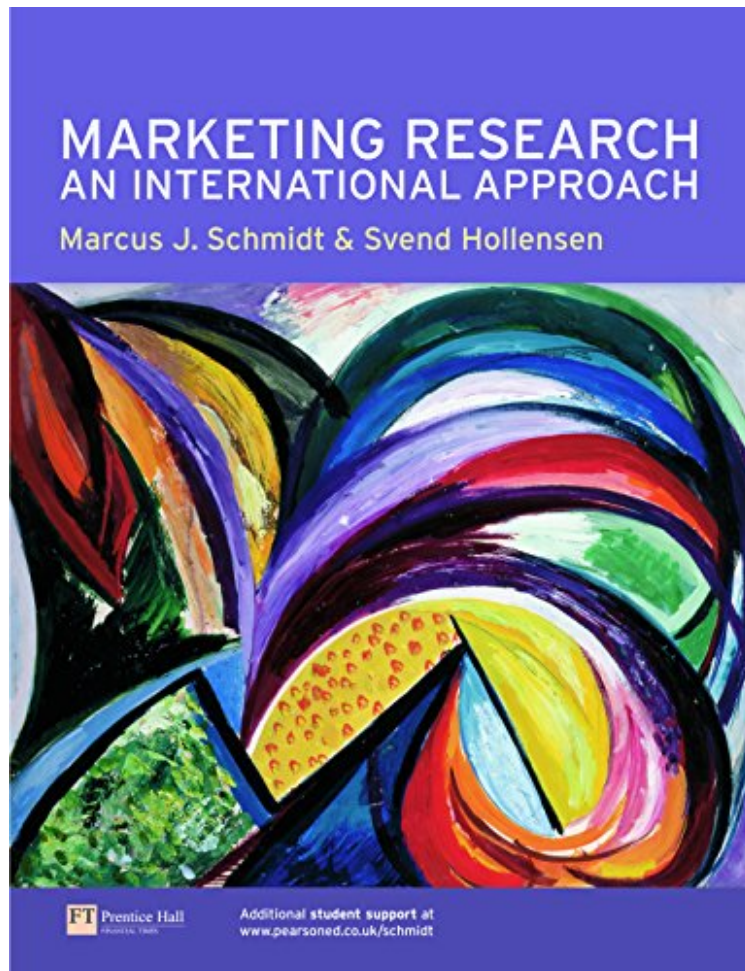


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Marketing Research: An International Approach

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Marketing Research: An International Approach is a comprehensive text written with the decision-maker in mind. It is written from the perspective of the firm conducting marketing research in the national and international markets irrespective of its country of origin. This tools-oriented book shows how international marketing managers can transform existing (Secondary) and newly collected (primary) data into useful information. This is a comprehensive and advanced marketing research book that offers an analytical and decision-oriented framework of the subject. This book looks at firms conducting market research in the national and international markets irrespective of its country of origin. This book is written for advanced undergraduate and graduate students studying Marketing Research. It is also

appropriate for practitioners who wish to keep abreast of the most recent developments in the field. nbsp;nbsp;nbsp;

From the Back CoverMarketing Research: An International Approach Marcus J. Schmidt, Copenhagen Business School Svend Hollensen, University of Southern Denmark nbsp; "This book is a valuable resource for business students and managers conducting and using marketing research on a global scale. Rather than focusing mostly on problem definition and data gathering as the typical marketing research text, this book places more emphasis on the transformation of secondary and primary data into managerial insights, providing an extensive coverage of qualitative and quantitative research methods. Most importantly, these state-of-the-art techniques are presented in a clear way and illustrated with concrete applications, solving international marketing problems." Wagner A Kamakura, The Fuqua School of Business, Duke University Increasingly, businesses today are measured by what they know, rather than what they own. Finally,nbsp;a tools-oriented book that shows how international marketing managers can transform existing (secondary) and newly collected (primary) "raw" data into useful information. Schmidt and Hollensen enliven the study of marketing research in an international business context. The authors provide short examples which illustrate the different marketing techniques, as well as a large scale study (a comprehensive interview with 450 export managers), so that students can apply the techniques to real empirical data. Geared toward specialized marketing research courses, third year undergraduates, or post-graduate students in marketing programmes, Marketing Research: An International Approach, also appeals to decision-makers and marketing managers alike. Key features include: Comprehensive and detailed description of the marketing research process and advanced research techniques. Marketing research in an international setting. Online/internet surveys. Database marketing, including data mining and data warehousing. Marcus J. Schmidt is Associate Professor at Copenhagen Business School, Center of Market Economics. Svend Hollensen is an Associate Professor at the University of Southern Denmark. His other Financial Times/Prentice Hall books include Global Marketing: A market-responsive approach, 3rd editionnbsp;and Marketing Management. nbsp;