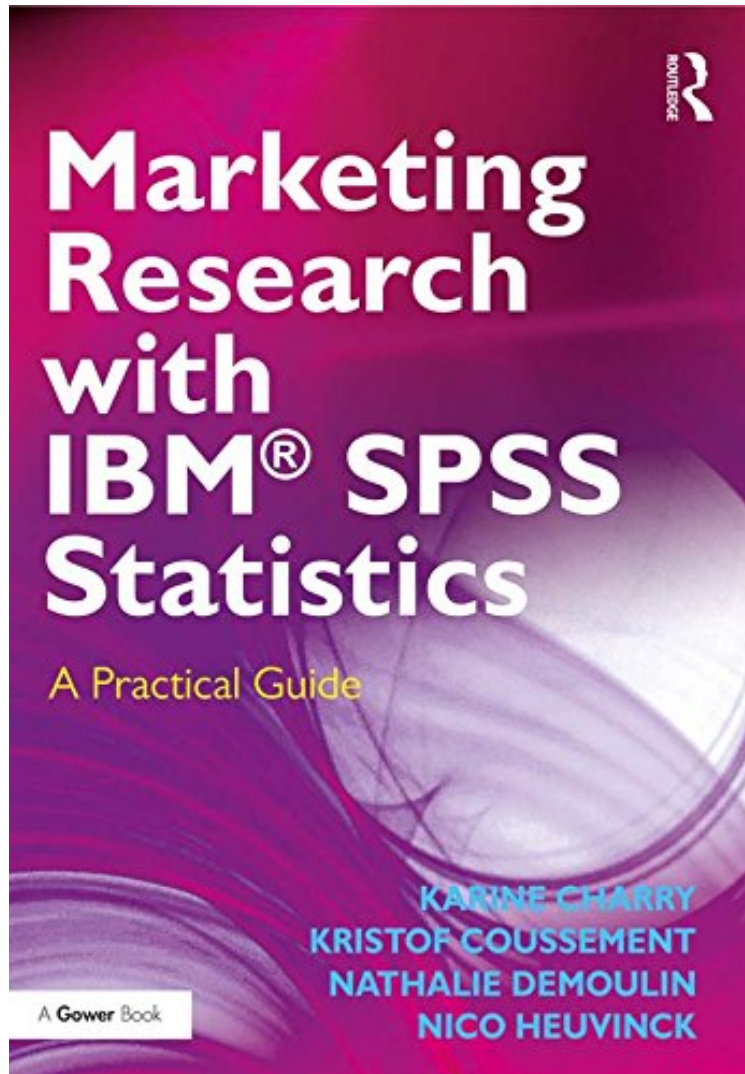


# Marketing Research with IBMreg; SPSS Statistics: A Practical Guide

*Karine Charry, Kristof Coussement, Nathalie Demoulin, Nico Heuvinck*  
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**Karine Charry, Kristof Coussement, Nathalie Demoulin, Nico Heuvinck : Marketing Research with IBMreg; SPSS Statistics: A Practical Guide** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Marketing Research with IBMreg; SPSS Statistics: A Practical Guide:

Marketing researchers, companies and business schools need to be able to use statistical procedures correctly and accurately interpret the outputs, yet generally these people are scared off by the statistics behind the different analyses procedures, thus they often rely on external sources to come up with profound answers to the proposed research

questions. In an accessible and step by step approach, the authors show readers which procedures to use in which particular situation and how to practically execute them using IBMreg; SPSS Statistics. IBMreg; is one of the largest statistical software providers world-wide and their IBMreg; SPSS Statistics software offers a very user-friendly environment. The program uses a simple drag-and-drop menu interface, which is also suitable for non-experienced programmers. It is widely employed in companies and many business schools also use this software package. This straightforward, pragmatic reference manual will help: professional marketers who use statistical procedures in IBMreg; SPSS Statistics; undergraduate and postgraduate students where marketing research and research methodology are taught; all researchers analyzing survey-based data in a wide range of frontier domains like psychology, finance, accountancy, negotiation, communication, sociology, criminology, management, information systems, etc. IBMreg;'s next-generation business analytic solutions help organizations of all sizes make sense of information in the context of their business. You can uncover insights more quickly and easily from all types of data-even big data-and on multiple platforms and devices. And, with self-service and built-in expertise and intelligence, you have the freedom and confidence to make smarter decisions that better address your business imperatives.

About the AuthorKarine Charrynbsp;is Professor of Marketing at the Catholic University of Louvain-Mons (Belgium). Her research focuses on consumer behaviour ndash; and namely children as consumers ndash; as well as persuasion mechanisms in marketing and health prevention communications. Kristof Coussement is Full Professor of Marketing Analytics, Academic Director of the MSc in Big Data Analytics for Business, and Co-director of the research centre for marketing analytics at IEacute;SEG School of Management (LEM-CNRS) of the Catholic University of Lille in France. Dr Coussement teaches several marketing-related courses including 'Strategic Marketing Research', 'Customer Relationship Management', and 'Database Marketing', in which students are taught the theoretical principles of all aspects of marketing research, operational and analytical CRM and the methodological foundations of predictive marketing modelling. Nathalie Demoulin is Associate Professor of Marketing at IEacute;SEG School of Management (Lille|Paris, France), Catholic University of Lille. She teaches several courses related to marketing strategy such as 'Marketing strategy and Company Observation', 'Retail Marketing Strategy' and 'Markstrat:nbsp;A Marketing Strategy Simulation'. Nico Heuvinck is Assistant Professor of Marketing at IEacute;SEG School of Management (Lille|Paris, France). He teaches several marketing courses including 'Marketing Research', 'Strategic Marketing Research', 'Marketing Research Methodology ndash; Experimental Designs' and 'Neuromarketing'.