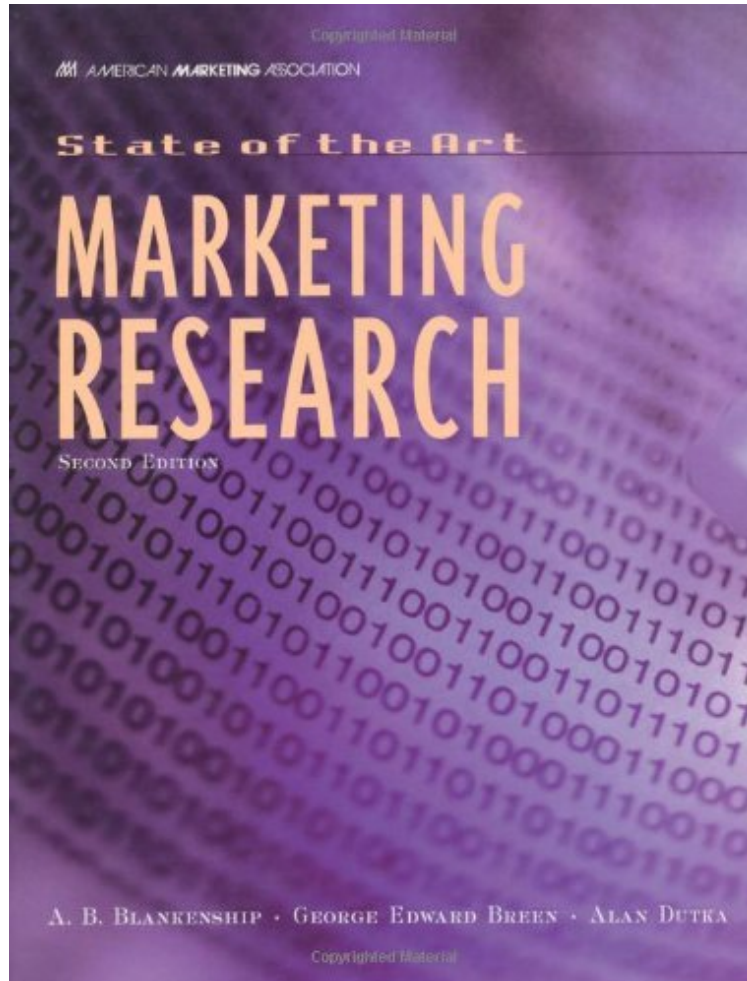


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State of The Art Marketing Research

Albert Blankenship, George Breen, Alan Dutka
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Albert Blankenship, George Breen, Alan Dutka : State of The Art Marketing Research before purchasing it in order to gage whether or not it would be worth my time, and all praised State of The Art Marketing Research:

9 of 10 people found the following review helpful. Good for newbies and marketing people: not deep enough for practioners.By D. StuartBlankenship has written and updated this volume to maintain its role as a comprehensive guide to market research, and to a point it succeeds. It is an ideal introduction for non-researchers, for example marketers who wish to bone-up on research methodology and project considerations before engaging with research supplier. It is also a great overview for new researchers.But in being written for marketers, the text doesn't get inside each facet of research deeply enough, and for an experienced practitioner there just isn't sufficient depth here.From a methodology point of view the text is also somewhat mainstream and dated, and while this edition has played catch-up with on-line surveys, it doesn't deliver a sense of where the profession of market research is heading. State of the Art?The cover-art of binary digits rather sums it up. Isn't research supposed to be about people?A great and

comprehensive book for marketers, that deserves points for its discussion about how research drives strategic decisions - but this is simply not crunchy enough for people whose business is to understand consumers more deeply. 1 of 1 people found the following review helpful. A basic guide, get it for an overview. By Jose Leyva Hello, I bought this book on December 2006 for developing a market research for a client. I was interested in the develop of a survey and the statistical concepts you have to get for the research, but in this particular aspect this book is just a basic guide. I think it's good for those who are not going to develop a survey research but necessary for the ones who would like to know alternatives and examples for market research. Not so applicable for Mexico, just a global idea. 46 of 52 people found the following review helpful. A Bible for Market Researchers By A Customer As a researcher I have found this book to be an excellent guide for my work. State of the Art is great in helping to know what to look for in doing mall interviews, focus groups and mail studies. It give excellent explanation of sampling, designing questionnaire and everything relevant to the research industry. I would highly recommend this book for newcomers to the world of research as well as to the experienced researcher.

This completely revised and updated edition of State of the Art Marketing Research is still the only comprehensive, all-in-one resource for planning, conducting, and applying marketing research in today's results-oriented environment. Clear, concise, and authoritative, the book describes the technologies that have revolutionized the marketing research discipline and have transformed the day-to-day practice of marketing research into an invaluable tool for actionable plans and programs. Written for managers and marketing executives who direct or communicate with researchers and marketing staff, this book takes the reader step-by-step through the research planning and development process: Defining marketing problems and preparing research plans and proposals Selecting the best primary and secondary research methods for the problem at hand Developing samples and questionnaires Using focus groups Presenting research results Applying research results to marketing problems Making research-based strategy decisions Including new information on research for international markets and guidance on using the new technologies to develop information about today's fast-changing markets with examples from all sectors of business, this edition is an essential guide to the cutting-edge techniques for mastering today's markets.

From the Back Cover This completely revised and updated edition of State of the Art Marketing Research is still the only comprehensive, all-in-one resource for planning, conducting, and applying marketing research in today's results-oriented environment. Clear, concise, and authoritative, the book describes the technologies that have revolutionized the marketing research discipline and have transformed the day-to-day practice of marketing research into an invaluable tool for actionable plans and programs. Written for managers and marketing executives who direct or communicate with researchers and marketing staff, this book takes the reader step-by-step through the research planning and development process: Defining marketing problems and preparing research plans and proposals Selecting the best primary and secondary research methods for the problem at hand Developing samples and questionnaires Using focus groups Presenting research results Applying research results to marketing problems Making research-based strategy decisions Including new information on research for international markets and guidance on using the new technologies to develop information about today's fast-changing markets with examples from all sectors of business, this edition is an essential guide to the cutting-edge techniques for mastering today's markets. About the Author McGraw-Hill authors represent the leading experts in their fields and are dedicated to improving the lives, careers, and interests of readers worldwide