

# 《市场研究导论及SPSS应用 Marketing Research Essentials with SPSS》

## 书籍信息

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## 内容简介

Real-World Orientation. Throughout the text, Cases, Chapter-Opening Vignettes, Marketing Research War Stories, and Ethical Dilemmas connect the materials to the real world of marketing research, as it's practiced in today's top firms.

Focus on the research user - continues to present marketing research through the eyes of a manager using, or purchasing marketing research information.

Chapter-Opening Vignettes discuss prominent companies/products.

Marketing Research Across the Organization features present a series of questions and scenarios that require students to consider the impact of marketing research on basic business activities related to finance, production, human resources, and so forth.

## 目录

Chapter 1 - The Role of Marketing Research in Management Decision Making

Chapter 1 Appendix A - Careers in Marketing Research

Chapter 1 Appendix B - Marketing Research Ethics

Chapter 2 - Problem Definition, Exploratory Research, and the Research Process

Chapter 3 - Secondary Data and Databases

Chapter 4 - Qualitative Research

Chapter 5 - Survey Research

Chapter 6 - Primary Data Collection: Observation

Chapter 7 - Primary Data Collection: Experimentation

Chapter 8 - The Concept of Measurement and Attitude Scales

Chapter 9 - Questionnaire Design

Chapter 10 - Basic Sampling Issues

Chapter 11 - Sample Size Determination

Chapter 12 - Data Processing, Fundamental Data Analysis, and the Statistical Testing of Differences

Chapter 13 - Bivariate Correlation and Regression

Chapter 14 - Communicating the Research Results and Managing Marketing Research

Appendix 1 - Statistical Tables

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

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