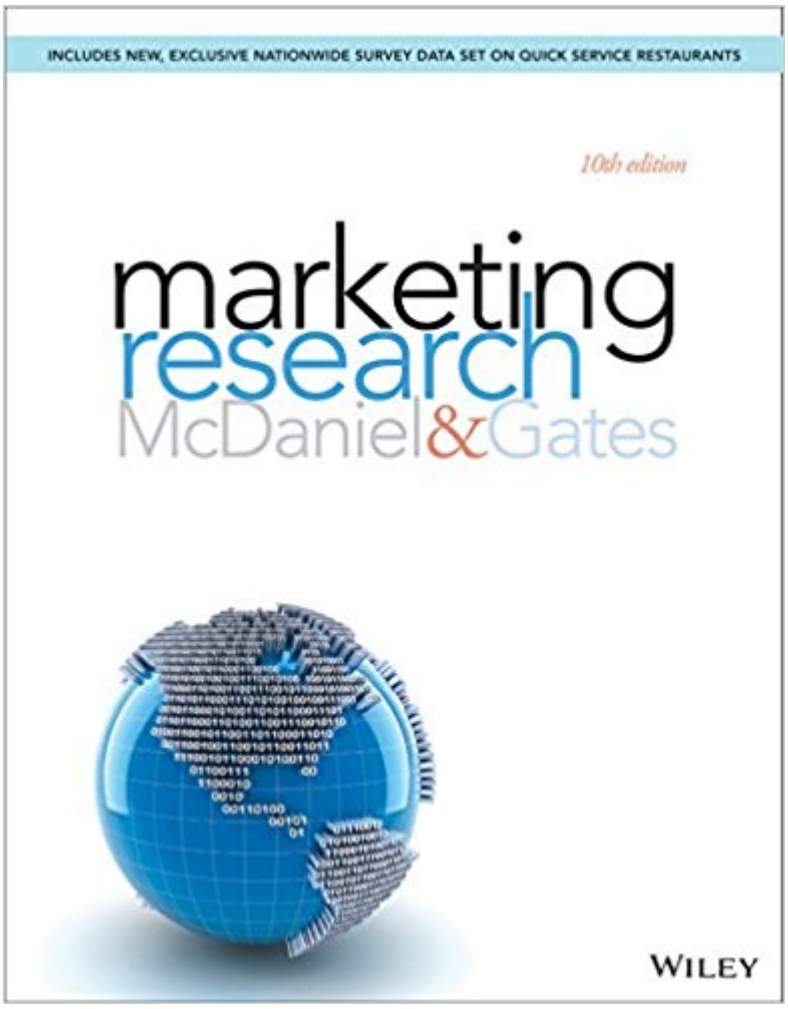
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Marketing Research



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Synopsis

In Marketing Research, 10th Edition, authors Carl McDaniel and Roger Gates share their industry experience to teach students how to make critical business decisions through the study of market research. Designed for marketing research courses, the authors' practical, applications-based approach features Real Data, Real People, and Real Research, to prepare students to conduct and use market research for future careers in business. Co-author Roger Gates, President of DSS Research, infuses the text with a practitioner perspective, helping students learn how to use marketing research through a practical presentation of theory and practice. WileyPLUS Learning Space is an easy way for students to learn, collaborate, and grow. With WileyPLUS Learning Space, students create a personalized study plan, assess progress along the way, and make deeper connections as they interact with the course material and each other. This collaborative learning environment provides immediate insight into strengths and problem areas through a combination of dynamic course materials and visual reports so that you can act on whatÃ¢â ¬â„¢s most important. *Access to WileyPLUS Learning Space is sold separately.Ã Â

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Customer Reviews

This book is missing important content that really inhibited my ability to get course work in on time. My copy of the Kindle Version of this book was missing. Through the book is statistical charts that you need to understand the work, problem, the charts are not in the Appendix, they are online, but no where in the book does it list where these are. Its a lame mistake, that has real world consequences. Here is a list of the Appendixes.APPENDIX ONE: In the book.APPENDIX TWO:

(Online)APPENDIX THREE: (Online)

Indepth look at marketing research methods and practices. Lacking a bit on details of how to analyze data, but gives you a good overview and well-supported by current literature. I used this text in graduate level course.

As up to date as a book can be about an every-changing/evolving industry which made only a small amount of online research necessary.Make sure to get chegg.com answer keys in order to understand the questions properly.

Great condition. As described. Thank you!

Haven’t finished reading it yet, but it is required for the course. I didn’t need the online access, so purchasing this text used resulted in tremendous savings and value.

good

great

Quality was good and access code included.

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