

<<营销调研>>

图书基本信息

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内容概要

本书是一本经典的营销调研教材，在北美列销量排行榜第一，在其他国家也很受欢迎。

作为畅销教材，本书特色鲜明：

应用导向。

营销调研有两层含义，一为学术研究，二为应用研究。

本书特别注重实务操作，避开学术研究所用的理论框架、信度、效度和多元数据分析等内容。

同时，对于一些基本的理论主题，如研究设计、抽样分布、参数估计、假设检验等也作了通俗易懂的介绍。

初学者导向。

本书力图用能够与初学者沟通的语言介绍营销调研的内容，如调研内容的界定、研究设计、抽样方法、问卷设计、数据分析和报告撰写等。

本书将复杂的内容简单化，并用细腻而循循善诱的语言，全面地介绍了营销调研工具及其使用方法。

操作导向。

本书将营销调研的内容简单化，将调研实务步骤化。

如对于调研内容的识别、定性研究方法、问卷设计、抽样、数据分析、SPSS的使用和报告撰写等内容，书中都列出了具体的步骤并提出了在操作过程中应注意的问题。

网络导向。

全书自始至终贯穿着一条主线，即互联网环境下的营销调研。

可以说，互联网的出现

促使营销调研有了重大突破，但至今尚未有人对其进行总结。

本书并不是零散地介绍网络调研，而是将营销调研与互联网密切相联系。

毫不夸张地说，从这一视角去阅读本书，你将体会到互联网在收集信息、整理信息以及分析信息方面的绝妙之处。

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作者简介

作者：（美国）阿尔文·C·伯恩斯（Alvin C.Burns）（美国）罗纳德·F·布什（Ronald F.Bush）改编：于洪彦阿尔文·C·伯恩斯，美国路易斯安那大学E.J. Ourso工商管理学院营销系主任。伯恩斯教授30多年来为本科生和硕士研究生讲授“营销调研”课程，为博士生开设营销调研专题。对B2C、B2B和一些非营利组织的营销调研项目进行指导。在多家顶级学术期刊发表了大量论文。罗纳德·F·布什，美国西佛罗里达大学营销系资深教授。作为专家，他经常参与研究方法的论证和调研报告的鉴定。于洪彦，中山大学管理学院营销学教授，博士生导师，中国市场学会常务理事，中国高校市场学会常务理事，教育部“市场营销”双语教学示范课程负责人，省级教学名师，享受国务院特殊津贴。主持国家社会科学基金项目两项，国家自然科学基金项目一项。

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版权页：插图：The marketing concept is a business philosophy that holds that the key to achieving organizational goals consists of the company being more effective than competitors in creating, delivering, and communicating customer value to its chosen target markets. 7 For many years, business leaders have recognized that this is the “fight philosophy.” And although the marketing concept is often used interchangeably with other terms, such as customer-oriented or market-driven, the key point is that this philosophy puts the consumer first! Some scholars have added the concept of holistic marketing, which includes four components: relationship marketing, integrated marketing, internal marketing, and social responsibility marketing. 8 Time has proven that a philosophy focusing on the consumer is superior to one in which company management focuses on production, the product itself, or high-pressure selling. If you satisfy consumers, they will seek to do business with your company. What does all this mean? It means that having the “right philosophy” is an important first step in being successful. But just appreciating the importance of satisfying consumer wants and needs is not enough. Firms must put together the “right strategy.” The “Right Marketing Strategy” The term strategy was borrowed from military jargon and means developing plans of attack that would minimize the enemy’s ability to respond. So, by strategy, we mean a plan, and one that should anticipate competitors’ reactions. Firms may also have strategies in many areas other than marketing. Financial strategy, production strategy, technology strategy, for example, may be key components of a firm’s overall strategy. Here, however, we focus on marketing strategy. How do we define marketing strategy? A marketing strategy consists of selecting a segment of the market as the company’s target market and designing the proper “mix” of product / service, price, promotion, and distribution system to meet the wants and needs of the consumers within the target market. Note that this definition of strategy assumes that we have already adopted the marketing concept. A manager who does not embrace the marketing concept, for example, would not be concerned whether the plan addressed any particular market segment and certainly would not be concerned with consumers’ wants and needs. So, to continue, we are thinking like enlightened managers; we have adopted the marketing concept. Now, as we shall see, because we have adopted the marketing concept, we cannot come up with just any strategy. We have to develop the “right” strategy—the strategy that allows our firm to truly meet the wants and needs of the consumers within the market segment we have chosen.

Think of the many questions we now must answer: What is the market, and how do we segment it? What are the wants and needs of each segment, and what is the size of each segment? Who are our competitors, and how are they already meeting the wants and needs of consumers? Which segment(s) should we target? Which model of a proposed product will best suit the target market? What is the best price? Which promotional method will be the most efficient? How should we distribute the product / service?

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