

<<营销调研方法论基础>>

图书基本信息

书名：<<营销调研方法论基础>>

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前言

Marketing research is complicated—it requires answers to many questions and tough decisions are made at each step in the process, for example, techniques to be used to solve the research problem. In *Marketing Research: Methodological Foundations*, we provide an overarching framework so that students won't become overwhelmed by the bits and pieces, but instead will be able to see the interrelationships of the parts to the whole. This appreciation is important because decisions made at one stage in the marketing research process have consequences at other stages. Managers must be aware of the subtle and pervasive interactions among the parts of the research process in order to be appropriately confident about a particular research result. *Marketing Research: Methodological Foundations* attempts to serve both the marketing manager and marketing researchers by its basic organization through the stages of the research process. These stages form the structure of the book: 1. Formulate the problem. 2. Determine the research design. 3. Design the data-collection methods and forms. 4. Design the sample and collect the data. 5. Analyze and interpret the data. 6. Prepare the research report. Breaking down the steps allows students to see the forest from the trees, and also provides instructors a great deal of latitude in what is covered. An instructor's decision about what to cover will depend, of course, on the background, interests, and preparation of the students, and on the time provided in the curriculum for marketing research. Given the flexibility in the structure of this book, *Marketing Research: Methodological Foundations* can be used in a variety of marketing research course sequences: one- or two-quarter sequences, semester courses, and so on. The first eight editions of the book have been used at all levels: undergraduate, graduate, and executive courses.

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内容概要

本书是市场营销研究最的教材之一，作者在市场营销研究方法方面造诣颇深。

全书按照营销研究的过程进行组织，从问题定义开始，经过研究设计，决定数据收集方法，然后进行数据收集、分析与解释，最后提交研究报告。

本书还介绍了各种研究方法的优点和缺点，以使學生能更深刻地理解并能正确地运用各种研究方法。

本教材适用于市场营销专业本科生、研究生以及从事营销调研的专业人士。

本书特别设计了许多栏目来锻炼学生的营销调研技巧：案例、问题、伦理两难、研究现状等。

第9版在必要的章节精简了相关内容，使之更容易为学生理解。

第9版在每章的前面增加了学习目标，让学生更清楚他们所要学习的内容。

第9版增设了边框，对重要内容进行总结。

第9版对25%的案例进行了更新。

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作者简介

小吉尔伯特·A.丘吉尔教授自1966年加入威斯康星大学任教以来，获得了多个组织颁发的各种荣誉，包括：营销科学学会（AMS）终生成就奖、美国市场营销协会（AMA）杰出营销教育家、美国市场营销协会市场研究小组终生成就奖等。

他在几乎所有世界顶尖的营销类期刊中发表了多篇论文

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