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field of marketing research after reading this book and so this book can be called a primer and simple background for understanding advanced technical textbooks in the field There are eight chapters in this book, each of which focuses on a specific issue relating to the marketing research project

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Marketing Research Tony Proctor, MA, MPhil, PhD, DipM, has had ten years experience in the industry and is Visiting Professor in Marketing at the Chester Business School He also contributes to several postgraduate masters and doctoral level

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research, also known as decisional research, attempts to use existing knowledge to aid in the solution of some given problem or set of problems Marketing research assists in the overall management of the marketing function A marketing manager must prioritize the ...

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Research, Journal of the Academy of Marketing Science, Journal of Business Ethics , International Journal of Marketing Research, Journal of Marketing Research, and Journal of Business Research He is the author, co-author, or editor of books, chapters, and proceedings including An Introduction to Marketing Research

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Feb 24 Observation research; experimental CH 8 & 9 research March 3 Midterm exam March 10 No class (Spring Break) March 17 Sampling CH 12

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### **Short Biography: Naresh K. Malhotra**

Marketing Research: Integration of Social Media, Fourth Edition, was published in 2011 and is likewise a global leader in the field His latest book, Essentials of Marketing Research: A Hands-On Orientation, was published by Pearson in 2014 Dr Malhotra has consulted for business, non-profit and government organizations in the

### **MARKETING**

streamlined, engaging way, Essentials of Marketing Research provides valuable business context while introducing both traditional research methods, such as designing questionnaires, and the latest technological advances, including current data collection devices,