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MARKET RESEARCH TECHNIQUES

Rabin J Birn

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Robin Birn

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outlook and approach the Handbook combines contributions from over 40 research thought leaders and specialists from across the world including the UK US Europe Australia and S E Asia The editors and authors make an overdue contribution to bridging the Theory Practice divide Their client perspective will delight inform and inspire market research specialists and users alike Prof Se n Meehan Switzerland Martin Hilti Professor of Marketing and Change Management IMD International The Handbook Of International Market Research Techniques Robin J. Institute for Management Development A Concise Guide to Market Research Erik Mooi, Marko Sarstedt, 2011-02-01 This accessible practice oriented Birn.2003 and compact text provides a hands on introduction to the principles of market research Using the market research process as a framework the authors explain how to collect and describe the necessary data and present the most important and frequently used quantitative analysis techniques such as ANOVA regression analysis factor analysis and cluster analysis An explanation is provided of the theoretical choices a market researcher has to make with regard to each technique as well as how these are translated into actions in IBM SPSS Statistics This includes a discussion of what the outputs mean and how they should be interpreted from a market research perspective Each chapter concludes with a case study that illustrates the process based on real world data A comprehensive web appendix includes additional analysis techniques datasets video files and case studies Several mobile tags in the text allow readers to quickly browse related web content using a mobile device

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