



## Marketing Research: Text and Cases

By Robert E Stevens, David L Loudon, Bruce Wrenn

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#### Review

"The book provides a excellent account of marketing research knowledge that will be helpful to managers, teachers and students." -- *Leo Leung Lai-cheung, BA (University of Hong Kong), MBA (The Chinese University of Hong Kong), Senior Teaching Fellow, Department of Marketing and International Business, Lingnan University, Hong Kong*

"This text would be very helpful in an MBA course in marketing management." -- *Phylis Mansfield, PhD, Assistant Professor of Marketing, Sam and Irene Black School of Business, Penn State - Behrend*

#### About the Author

**Dr. Robert E. Stevens** is John Massey Professor of Business in the John Massey School of Business, Southeastern Oklahoma State University, Durant, Oklahoma. He has over 200 publications including 28 books, 128 articles, 25 cases, 25 case teaching notes, and 14 other publications. Recent books include; Marketing Research: Text and Cases, 2<sup>nd</sup> edition, Marketing Management: Text and Cases, Marketing Planning Guide, 3<sup>rd</sup> edition, and Marketing Planning Guide, 2<sup>nd</sup> edition.

Dr. Stevens taught at four other universities prior to joining the faculty at SOSU in 2006. Dr. Stevens has served as a consultant to local, regional, and national firms and has been an owner of 4 small businesses.

Dr. Stevens serves on the editorial board of 4 journals and is co-editor of Services Marketing Quarterly, Health Marketing Quarterly and Best Business Books.

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