



Marketing Research: Text and Cases

By Robert E Stevens, David L Loudon, Bruce Wrenn

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Teach students the power of marketing with effective research strategies! This step-by-step textbook shows students how to design, conduct, and interpret market research. Marketing Research: Text and Cases covers the full range of this topic from the difference between strategic and tactical decisions to choosing the proper research design and on to advice on successfully presenting results. Marketing Research provides clear explanations of complex issues, including the interpretation of statistics. Its charts, graphs, figures, sample questionnaires, and case studies make important points easier to grasp. The practice cases (including an SPSS data disk) offer engaging real-world problems that test the student's research and analysis skills. Marketing Research offers all the course-planning extras you need, including:

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- sample syllabus
- research project tips, assignments, and forms
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Editorial Review

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, 2nd, edition, Marketing Management: Text and Cases, Marketing Planning Guide, 3rd edition, and Marketing Planning Guide, 2nd, 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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