



Marketing Research: Text and Cases, Second edition

Bruce Wrenn, Robert E. Stevens, David L. Loudon

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Teach your students the most effective research strategies—including Internet surveys!

Over the last few years changes in the marketing research process have been dramatic and far-reaching with the emergence of the Internet and other technologies. *Marketing Research: Text and Cases, Second Edition*, the completely updated edition of the classic Haworth textbook not only takes students step-by-step through cutting-edge design, conducting, and interpreting of market research, but is now updated to include Internet surveying. The topic of marketing research is comprehensively examined, including strategic and tactical decisions, choosing the proper research design, and successfully presenting results. The book provides clear explanations of complex issues and includes helpful charts, graphs, figures, sample questionnaires, and case studies which make important points easier to grasp. The practice cases (including an SPSS 11.0 data disk) offer engaging real-world problems that test the student's research and analysis skills.

Marketing Research: Text and Cases, Second Edition includes the updated and improved instructor's manual, test bank, and PowerPoint slides. A brand-new section details procedures on how to successfully perform and effectively use Internet surveys, and includes a list of online survey providers, bulk email providers, and sample emails to use with online surveys. Stressing a practical, "hands on" project approach to learning, this guide not only prepares students for real-world experiences, but allows practitioners who are preparing market analysis reports needing background material to guide them through the process.

Marketing Research: Text and Cases, Second Edition offers all the course-planning extras you need, including:

- thorough instructor's manual
- sample syllabus
- research project tips, assignments, and forms
- test bank with true-false and multiple choice questions
- also available: 20-30 PowerPoint slides per chapter

Marketing Research: Text and Cases, Second Edition gives instructors the tools they need for thorough course planning and is an ideal textbook for introductory marketing research courses and for practitioners looking for a guidebook.

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