



Market Research in Practice: An Introduction to Gaining Greater Market Insight

Paul Hague, Julia Cupman, Matthew Harrison, Oliver Truman

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As organizations become increasingly sophisticated, the need to profile customers, deliver customer satisfaction, target certain audiences, develop brands, and optimize prices is even more important. Introducing market research tools, approaches, and issues, this book provides a clear, step-by-step guide from the beginning steps of planning and executing a project through to analyzing and presenting the results.

This fully updated third edition has been revised to reflect the most recent trends in the industry. Ten new chapters cover issues including: ethics in market research, qualitative research, quantitative research, as well as key concepts such as international research, how to design a questionnaire, how to choose a sample, and how to carry out interviews. There are also tips, advice, and new international case studies from the authors' own experiences, which ground the concepts in business reality.

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