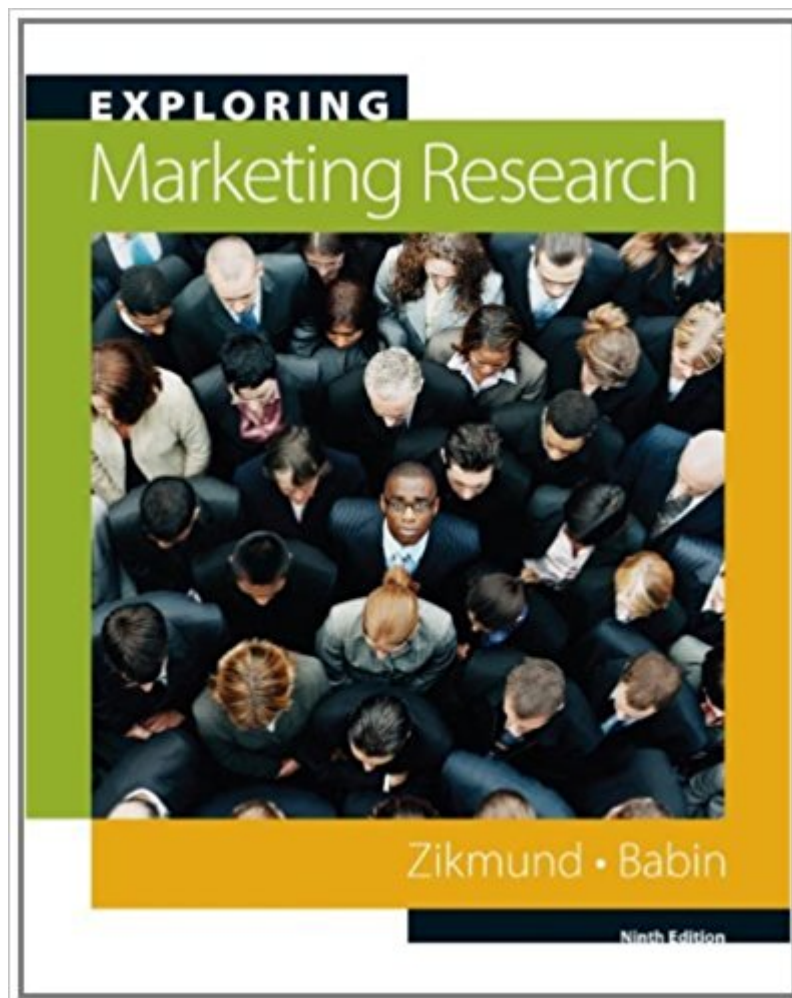




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Exploring Marketing Research (with Qualtrics Printed Access Card And DVD)



Synopsis

EXPLORING MARKETING RESEARCH deals with the design, collection, analysis, and reporting of marketing research data relevant to a firm's current and future needs. The text focuses on students as managers, not practitioners, of marketing research. Students learn about traditional types of marketing research, such as designing questionnaires, as well as the latest technological developments that facilitate marketing research including data collection devices, data analysis tools, and practical approaches to data analysis. In addition, this edition places more emphasis on ethical and international issues relating to marketing research.

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Customer Reviews

William G. Zikmund, Ph.D., was a professor of marketing at Oklahoma State University until his death in 2002. He received his bachelor of science degree in marketing from the University of Colorado, a master of science degree from Southern Illinois University, and a Ph.D. in business administration with a concentration in marketing from the University of Colorado. Professor Zikmund worked in marketing research for Conway/Millikin Company and Remington Arms Company before beginning his academic career, and he had extensive consulting experience with business and not-for-profit organizations. Professor Zikmund published dozens of articles and papers in a diverse group of scholarly journals, including the JOURNAL OF MARKETING, ACCOUNTING REVIEW, and the JOURNAL OF APPLIED PSYCHOLOGY. He was the author of the successful textbooks EXPLORING MARKETING RESEARCH, BUSINESS RESEARCH METHODS, MARKETING, and EFFECTIVE MARKETING, as well as a work of fiction: A CORPORATE BESTIARY. Professor

Zikmund was a member of several professional organizations, including the American Marketing Association, the Academy of Marketing Science, the Association for Consumer Research, the Society for Marketing Advances, the Marketing Educators' Association, and the Association of Collegiate Marketing Educators. He served on the editorial review boards of the JOURNAL OF MARKETING EDUCATION, MARKETING EDUCATION REVIEW, JOURNAL OF THE ACADEMY OF MARKETING SCIENCE, and JOURNAL OF BUSINESS RESEARCH. Professor Zikmund was an accomplished educator who strived to be creative and innovate in the classroom, and his books have been used in universities in Europe, Asia, Africa, South America, and North America, reaching more than a half million students worldwide.

Barry J. Babin has authored over 70 research publications in some of the most prestigious research periodicals, including the JOURNAL OF MARKETING, THE JOURNAL OF CONSUMER RESEARCH, THE JOURNAL OF BUSINESS RESEARCH, THE JOURNAL OF RETAILING, PSYCHOLOGICAL REPORTS, PSYCHOLOGY AND MARKETING, and THE JOURNAL OF THE ACADEMY OF MARKETING SCIENCE, among others. Babin is currently Max P. Watson, Jr., Professor of Business and chair of the department of marketing and analysis at Louisiana Tech University. He has won numerous honors for his research, including the Louis K. Brandt Faculty Research Award from the University of Southern Mississippi (on three occasions), the 1996 Society for Marketing Advances (SMA) Steven J. Shaw Award, the 1997 Omerre Deserres Award for Outstanding Contributions to Retail and Service Environment Research, and the Academy of Marketing Science's Harold W. Berkman Distinguished Service Award. He is a former president of the Academy of Marketing Sciences and the Society of Marketing Advances, and he currently serves the marketing editor for the JOURNAL OF BUSINESS RESEARCH. Babin's research focuses on the effect of the service environment in creating value for employees and customers. His expertise is in building and understanding value that leads to long-lasting, mutually beneficial relationships with employees and customers. His primary teaching specialties involve consumers and service quality, marketing research, and creative problem solving. A frequent international lecturer, he has presented in Australia, South Korea, France, Germany, New Zealand, South Africa, Canada, Sweden, and the United Kingdom.

Overall, the service was great! I have received my book before class project was due which is good. It was great quality, didn't notice it was used.

Exactly what I expected. Hard to get excited about a textbook, but wanted other users to know that what I asked for was exactly what I got. Thanks

Needed this book for one of my courses.

A frequent user of college textbooks may wonder whether this book has been edited by the same person who has seemingly edited every other lousy textbook on the planet. To begin with, every definition of marketing terminology is muddled with needlessly obfuscated wording that serve to complicate simple terms rather than explain them with ease. Granted, the definition is usually buried in a single, simple sentence, but that doesn't prevent the authors from providing explanations that drone on forever (or are mind-numbingly obvious). To this book's credit, the sentences that contain the meat of these definitions are usually duplicated and isolated on the sidebars. Conceivably, you can get a better understanding of marketing from reading these sidebars and nothing else. Nevertheless, this hasn't prevented the authors from burying pertinent sentences within their muck - and the book's sales pitch in the preface sums up the irony of their perceived simplicity: "Writing Style: An accessible, interesting writing style continues as a hallmark of this book. With a careful balance between theory and practice and a sprinkling of interesting examples and anecdotes, the writing style clarifies and simplifies the market research process." Or, translated into plain English by yours truly: "We wrote this book in an easy-to-read fashion with concise, real-world examples." Furthermore, this textbook has been thoroughly done over by the "Department of Adding Redundant Summary Sentences to Textbooks," otherwise known as re-summarizing every section with a ludicrously obvious conclusive statement beginning with the word "clearly" (e.g.: "Clearly, legs are important to human beings, because without legs, we couldn't walk.") I'm completely baffled by this trend, for it shows up in every textbook - as if the word "clearly" were some sort of textbook cancer. How many textbooks are editors going to pollute with this childish, irritating drivel? Between the overcomplicated wording, excessive sentences, chartjunk, and meaningless stock images, it's quite likely that this 5-pound behemoth could have been cut down to half of its existing size if it were purged of redundant content - but then the publishers couldn't justify their outrageous prices, could they?

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