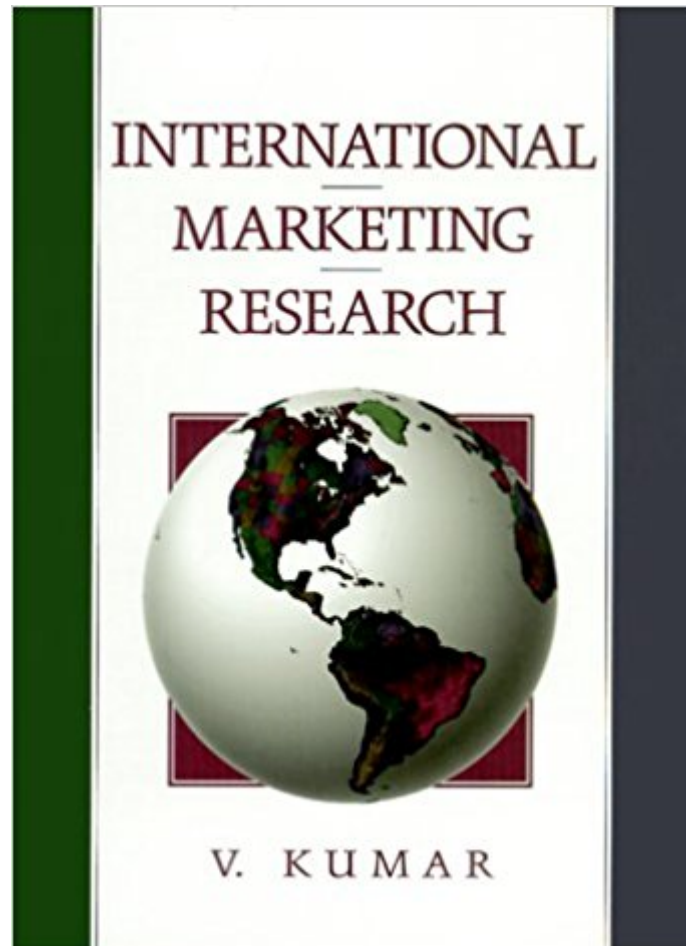




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International Marketing Research



Synopsis

Offering a sound theoretical base supported by relevant and current examples, this practical, detailed, and well-documented guide takes readers through all phases of developing and conducting international marketing research - from analyzing the nature and scope of the research, to the preliminary stages, gathering data, designing the questionnaires, sampling, analyzing the data, and more - plus includes numerous country-specific examples and provides valuable training in using the Internet for research purposes. Presents broad and comprehensive coverage of the most current information on research methodologies available. Contains examples and references from ongoing international marketing research projects, and offers country-specific information to aid researchers in conducting studies in an international market. Shows how to use the internet as an effective resource.

Book Information

Paperback: 480 pages

Publisher: Prentice Hall; 1 edition (September 4, 1999)

Language: English

ISBN-10: 0130453862

ISBN-13: 978-0130453860

Product Dimensions: 7 x 1 x 9.1 inches

Shipping Weight: 2 pounds (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars 4 customer reviews

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Offering a sound theoretical base supported by relevant and current examples, this practical, detailed, and well-documented guide takes readers through all phases of developing and conducting international marketing research - from analyzing the nature and scope of the research, to the preliminary stages, gathering data, designing the questionnaires, sampling, analyzing the data, and more - plus includes numerous country-specific examples and provides valuable training in using the Internet for research purposes. Presents broad and comprehensive coverage of the most current information on research methodologies available. Contains examples and references

from ongoing international marketing research projects, and offers country-specific information to aid researchers in conducting studies in an international market. Shows how to use the internet as an effective resource.

It's an awesome textbook!!

I bought this book for MBA class and it arrived faster than anticipated and I was really happy. That was my original review for this item but for whatever reason, refused to publish it. Since this is designated book for a specific class and so I really can't comment on its content but from a buyer standpoint, the item arrives early, safely, in good condition, these are what I care. Anyway, the seller did good job.

I used this book in a class I took on International Marketing Research. It offered a decent overview of international marketing research concepts, but also was fairly dry in parts.

I needed a cheap alternative to paying full price for this book. It was used, but it serves it's purpose!

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