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Handbook of Research on Consumerism in Business and Marketing: Concepts and Practices Kaufmann, Hans-Ruediger 2014-03-31 The modern era of business has prompted an increased focus on the consumer and the responsibility of corporations to consider their ethical and social obligations to their customers. The rise of the consumerist movement has encouraged further research and development on the topic of consumerism, enabling business to succeed in a consumer-driven market. Handbook of Research on Consumerism in Business and Marketing: Concepts and Practices features research on diverse topics on consumerism in the global marketplace, focusing on the ways in which businesses can improve their relationships with customers as well as analyze and influence purchasing behavior. As a comprehensive reference source on topics pertaining to consumer management, identity, and behavior, this publication is intended for use by marketing professionals, business managers, students, and academicians.

ISCONTOUR 2019 Tourism Research Perspectives Christian Maurer 2019-03-28 The International Student Conference in Tourism Research (ISCONTOUR) offers students a unique platform to present their research and establish a mutual knowledge transfer forum for attendees from academia, industry, government and other organisations. The annual conference, which is jointly organized by the IMC University of Applied Sciences Krems and the Management Center Innsbruck, takes place alternatively at the locations Krems and Innsbruck. The conference research chairs are Prof. (FH) Mag. Christian Maurer (University of Applied Sciences Krems) and Prof. (FH) Mag. Hubert Siller (Management Center Innsbruck). The target audience include international bachelor, master and PhD students, graduates, lecturers and professors from the field of tourism and leisure management as well as businesses and anyone interested in cutting-edge research of the conference topic areas. The conference topics include marketing and management, tourism product development and sustainability, information and communication technologies, finance and budgeting, and human resource management.

Media Selling Charles Warner 2011-08-26 This newly revised and updated edition of Media Selling addresses the significant changes that have taken place in media industries over the last few years, while continuing as a seminal resource for information on media sales. A classic in this field, this book has long served students and professionals in broadcasting and media industries as an indispensable tool for learning, training, and mastering sales techniques for electronic media. Addresses the unprecedented consolidation and sweeping change faced by media industries in recent years, and now features greatly expanded coverage of the Internet, including video streaming and the impact of social network sites. Covers a broad span of media industries and issues, including: electronic media, newspapers, magazines, outdoor/billboard promotion, sales ethics, emotional intelligence, and interactive media selling. Fully updated to include much greater focus on national and international media sales issues, as well as expanded coverage of network-level selling, product placement, sales promotion use of market data.

Dictionary of Marketing Communications Norman A. P. Govoni 2004 With over 4000 entries, including key terms and concepts covering advertising, sales promotion, public relations, direct marketing, personal selling and e-marketing, this text reflects the changing dynamics of the marketing profession.

Marketing Services and Resources in Information Organizations Zhixian George Yi 2017-09-20 With the rapid development of information and communication technology and increasingly intense competition with other organizations, information organizations face a pressing need to market their unique services and resources and reach their user bases in the digital age. Marketing Services and Resources in Information Organizations explores a variety of important and useful topics in information organisations based on the author's marketing courses and his empirical studies on Australian academic librarians' perceptions of marketing services and resources. This book provides an introduction to marketing, the marketing process, and marketing concepts, research, mix and branding, and much more. Readers will learn strategic marketing planning, implementation, and evaluation, effective techniques for promoting services and resources, and effective social media and Web 2.0 tools used to promote services and resources. Marketing Services and Resources in Information Organizations is survey-based, theoretical and practical. The advanced statistical techniques used in this book distinguish the findings from other survey research products in the marketing field, and will be useful to practitioners when they consider their own marketing strategies. This book provides administrators, practitioners, instructors, and students at all levels with effective marketing techniques, approaches, and strategies as it looks at marketing from multiple perspectives. Dr. Zhixian (George) Yi is a Leadership Specialization Coordinator and Ph.D. supervisor in the School of Information Studies at Charles Sturt University, Australia. He received a doctorate in information and library sciences and a PhD minor in educational leadership from Texas Woman's University,

and he was awarded his master's degree in information science from Southern Connecticut State University. In 2009, he was awarded the Eugene Garfield Doctoral Dissertation Fellowship from Beta Phi Mu, the International Library and Information Studies Honor Society. He was selected for inclusion into Who's Who in America in 2010. Examines effective marketing techniques, approaches and strategies Studies marketing from multiple perspectives Empirical-based, theoretical, and practical Systematic and comprehensive

Contemporary Issues in Management Development in Africa Kofi A. Osei 2016-08-31 Contemporary Issues in Management Development in Africa is jointly published with the University of Ghana Business School in response to the growing importance of Africa in global business discourse. The book spans the broad areas of management development in Africa and addresses a wide variety of issues that are critical for Africa's economic and social development, including their implications for management development. Whilst the book's focus is on recent and contemporary development issues, it situates the discourses within historical contexts. For this, the first section of the book is on the historical review of management development in Africa; section two deals with contemporary management issues while the third section is on the policy and institutional perspectives of management development in Africa. The book is an essential reading for students and scholars of international business, finance, economics, accounting, corporate governance and general management. It should be equally a useful guide for practitioners and policy makers alike.

Brand Communities for Fast Moving Consumer Goods Sandra Meister 2012-04-10 Do brand communities really work for FMCG? Can consumers involved in brand communities be characterized by specific behavioral attributes? Are there significant differences between members and those consumers who are simply visiting the brand-community site? And do the members show a higher level of customer retention as those non-member? In her study Sandra Meister derives a set of behavioral attributes relevant for brand-community members. By means of a significance test and a structural equation model, she examines the behavioral profile of brand-community members and compares the results with brand-community non-members. Additionally, she investigates the impact of the behavioral attributes on the performance measure 'customer retention'. Finally, she formulates leanings and recommendation for brand-community management.

AMA Winter Educators' Conference 2002

Marketing and Consumer Behavior: Concepts, Methodologies, Tools, and Applications Management Association, Information Resources 2014-12-31 As marketing professionals look for ever more effective ways to promote their goods and services to customers, a thorough understanding of customer needs and the ability to predict a target audience's reaction to advertising campaigns is essential. Marketing and Consumer Behavior: Concepts, Methodologies, Tools, and Applications explores cutting-edge advancements in marketing strategies as well as the development and design considerations integral to the successful analysis of consumer trends. Including both in-depth case studies and theoretical discussions, this comprehensive four-volume reference is a necessary resource for business leaders and marketing managers, students and educators, and advertisers looking to expand the reach of their target market.

Marketing Management J. Paul Peter 1998 Leerboek over marketing. Met verschillende casussen.

Intelligente Werbung, Exzellentes Marketing Christiian Zich 2012-06-18 Dieses Buch richtet sich an Marketingverantwortliche und Agenturen. Es bietet eine pragmatische Vorgehensweise für die Erstellung von "Advertisements that sell": - ein Reifegradmodell (Basic, Managed, Advanced, Excellent), anhand dessen jeder Mitarbeiter und jede Führungskraft schnell feststellen kann, wie gut die Marketingorganisation wirklich ist und ob noch unentdeckte Reserven in ihr stecken, und - ein Referenzmodell, an dem jeder Marketer seine Abläufe und Strukturen spiegeln kann, um gezielt Ansatzpunkte für die Optimierung der Marketingprozesse zu identifizieren. Diese Modelle orientieren sich an den drei Grundbausteinen der Exzellenz für effiziente und erfolgreiche Marketingkommunikation: - "Wie muss ich meine Werbung gestalten, dass der Adressat nicht nur auf sie aufmerksam wird, sondern auch sofort versteht, welches Bedürfnis er haben soll?" - "Wie komme ich schnell und wirksam zu einem sehr guten Ergebnis für meine Markenführung?" - Und da es noch schwieriger ist, Ideen umzusetzen, als sie zu generieren, bietet das Buch praxisorientierte Prozesse und Leitlinien, mit denen der Leser die Erkenntnisse aus den anderen Bereichen umsetzen und dabei auch noch die Marketingeffizienz "monitoren" kann. Untermauert wird dies alles durch gute und schlechte Beispiele; Checklisten und Templates erleichtern die praktische Umsetzung.

Communicating Risks and Benefits Baruch Fischhoff 2012-03-08 Effective risk communication is essential to the well-being of any organization and those people who depend on it. Ineffective communication can cost lives, money and reputations. Communicating Risks and Benefits: An Evidence-Based User's Guide provides the scientific foundations for effective communications. The book authoritatively summarizes the relevant research, draws out its implications for communication design, and provides practical ways to evaluate and improve communications for any decision involving risks and benefits. Topics include the communication of quantitative information and warnings, the roles of emotion and the news media, the effects of age and literacy, and tests of how well communications meet the organization's goals. The guide will help users in any organization, with any budget, to make the science of their communications as sound as the science that they are communicating.

Essentials of Marketing David Brown 2022-09-01 This comprehensive textbook introduces students to all the core principles of marketing practice using an employability-focused approach. Essentials of Marketing is underpinned by six pillars, which flow through each chapter: marketing ethics, sustainability, stakeholder engagement, globalisation, the power of new media, and measuring success. The book demystifies theory by placing it in contexts which are recognisable to a diverse readership, using real-life case studies and examples designed to engage today's technologically savvy and internationally oriented students. The book includes a comprehensive running case study in which readers are invited to

adopt the roles of marketing assistant, marketing manager, and marketing director within regional markets, applying the knowledge that they have learned in each chapter into modern, realistic contexts, which simulate a marketing career. Key features to aid learning and comprehension include case studies, chapter objectives and summaries, key learning points, and key questions. With a uniquely accessible and applied approach, *Essentials of Marketing* is designed as a core text for undergraduate and postgraduate students studying Introduction to marketing, marketing management, and principles of marketing modules. Digital learning resources include a comprehensive instructor's manual to guide interaction with the applied case study, PowerPoint slides, and a test bank.

Advancing Ethnography in Corporate Environments Brigitte Jordan 2016-06-16 In this innovative volume, twelve leading scholars from corporate research labs and independent consultancies tackle the most fundamental and contentious issues in corporate ethnography. Organized in pairs of chapters in which two experts consider different sides of an important topic, these provocative encounters go beyond stale rehearsals of method and theory to explore the entanglements that practitioners wrestle with on a daily basis. The discussions are situated within the broader universe of ethnographic method and theory, as well as grounded in the practical realities of using ethnography to solve problems in the business world. The book represents important advances in the field and is ideal for students and scholars as well as for corporate practitioners and decision makers.

Marketing Philip Kotler 2015-05-20 The ultimate resource for marketing professionals Today's marketers are challenged to create vibrant, interactive communities of consumers who make products and brands a part of their daily lives in a dynamic world. Marketing, in its 9th Australian edition, continues to be the authoritative principles of marketing resource, delivering holistic, relevant, cutting edge content in new and exciting ways. Kotler delivers the theory that will form the cornerstone of your marketing studies, and shows you how to apply the concepts and practices of modern marketing science. Comprehensive and complete, written by industry-respected authors, this will serve as a perennial reference throughout your career.

Web-Based Services: Concepts, Methodologies, Tools, and Applications Management Association, Information Resources 2015-11-09 The recent explosion of digital media, online networking, and e-commerce has generated great new opportunities for those Internet-savvy individuals who see potential in new technologies and can turn those possibilities into reality. It is vital for such forward-thinking innovators to stay abreast of all the latest technologies. *Web-Based Services: Concepts, Methodologies, Tools, and Applications* provides readers with comprehensive coverage of some of the latest tools and technologies in the digital industry. The chapters in this multi-volume book describe a diverse range of applications and methodologies made possible in a world connected by the global network, providing researchers, computer scientists, web developers, and digital experts with the latest knowledge and developments in Internet technologies.

Marketing Research: Tools and Techniques Nigel Bradley 2013-03-07 Balancing theoretical and practical elements of marketing research and showing students how to implement research themselves, this book covers the traditional principles and skills involved in marketing research, such as primary and secondary research, sampling, analysis, reporting and presentation.

International Strategic Marketing Marilyn A. Stone 2004 As Europe moves towards becoming a truly single European market, its contribution to global marketing grows. This topical text expands upon existing international marketing theory and synthesizes it with colourful examples of relevant international marketing practice. Topics covered include: marketing information systems marketing research product development pricing issues international promotion distribution channels. With a strong theoretical framework, this informative text draws out the key issues within the developing European Union and the role it plays in marketing around the globe. Its excellent pedagogy (including case studies, summaries, text boxes and a website to run alongside), helps make it a valuable resource for academics and professionals alike. Visit the Companion website at www.routledge.com/textbooks/0415314178

Marketing Research Alvin C. Burns 1998 Mainstream, undergraduate text for Marketing Research course with special applications to SPSS for Windows.

Entrepreneurship Robert D. Hisrich 2002 *Entrepreneurship*, by Robert Hisrich, Michael Peters and Dean Shepherd has been designed to clearly instruct students on the process of formulating, planning, and implementing a new venture. Students are exposed to detailed descriptions of 'how to' embark on a new venture in a logical manner. Comprehensive cases at the end of the text have been hand-picked by the authors to go hand-in-hand with chapter concepts. . . The superb author team of Hisrich, Peters, and Shepherd draw from their distinct backgrounds to create a book that addresses the dynamics of today's entrepreneurial challenges. From Bob Hisrich's expertise in global entrepreneurship to Mike Peter's background as a both a real-life entrepreneur and academic to Dean Shepherd's current research on cognition and entrepreneurial mindset, this book balances the crucial line between modern theory and practice. .

The Implementation of Smart Technologies for Business Success and Sustainability Allam Hamdan 2022-09-24 Industry 4.0 technologies identified as the main contributor to the digitalization era. New technology delivers optimal outputs by utilization of effective resource. Therefore, smart technologies that has inventive and creative objects became critical to enterprise; recent studies shows that its led enterprises business such as SMEs to considerable investments, which many organizations over the world attempt to use innovative technologies such as IoT and AI, these technologies have potential on sustainable business models. In addition to that, innovation usage in business models led to significant benefits towards sustainability concept in SMEs marketplace. Furthermore, Sustainability objectives refers to corporate sustainability term, which integrate enterprise operations with social, educational,

environmental and economic benefits, as process of decision-making can impact during sustainability implications. This book focus on the implementation of smart technologies for growing business, the book includes research articles and expository papers on the applications of technology on Decision Making, Healthcare, Smart Universities, Advertising, E-marketing, Public Sector and Digital Government, FinTech, RegTech. Some researchers also discussed the role of smart technologies in the current COVID-19 pandemic, whether in the health sector, education, and others. On all of these, the researchers discussed the impact of smart technologies on decision-making in those vital sectors of the economy.

Encyclopedia of Sports Management and Marketing Linda E. Swayne 2011-08-08 This four-volume set introduces, on the management side, principles and procedures of economics, budgeting and finance; leadership; governance; communication; business law and ethics; and human resources practices; all in the sports context. On the marketing side this reference resource explores two broad streams: marketing of sport and of sport-related products (promoting a particular team or selling team- and sport-related merchandise, for example), and using sports as a platform for marketing non-sports products, such as celebrity endorsements of a particular brand of watch or the corporate sponsorship of a tennis tournament. Together, these four volumes offer a comprehensive and authoritative overview of the state of sports management and marketing today, providing an invaluable print or online resource for student researchers.

Riset pemasaran dan konsumen seri 1 Ujang Sumarwan Informasi harus disediakan oleh riset pemasaran karena mahalnya biaya riset dan persaingan yang semakin tinggi serta perlunya pengambilan keputusan yang benar dan tepat agar tercapainya kepuasan konsumen. Kepuasan konsumen telah menjadi titik sentral perhatian dalam bisnis dan manajemen sehingga berbagai literatur yang menyangkut bisnis dan manajemen organisasi, baik yang bersifat mencari laba ataupun nirlaba menempatkan kepuasan konsumen sebagai ukuran utama.

Organizing and Learning Through Gaming and Simulation 2007

Adoption of LMS in Higher Educational Institutions of the Middle East Rashid A. Khan 2020-07-28 This book discusses the adoption of learning management systems (LMS) in higher education institutions. It presents influential predictors that may impact instructors' behavioral intention to adopt learning management systems in the context of Arab culture, as well as a unique model of technology acceptance that draws on and combines previous technology adoption models (i.e., a modified unified theory of acceptance and use of technology model - UTAUT2). Moreover, this study extends the UTAUT2 model by including Hofstede's (1980) cultural dimensions, and technology awareness as the moderators of the model. It also describes the explanatory technique approach used to collect quantitative data from the instructors at higher education institutions in Saudi Arabia and were analyzed with structural equation modeling using SPSS/Amos software. The findings revealed that facilitating conditions were the strongest predictor of behavioral intention to adopt an LMS, followed by performance expectancy and hedonic motivation, technology awareness, and cultural dimensions exerted a moderating influence on instructors' behavioral intention to use LMS in their teaching. By including new constructs, this becomes the first study of its kind exploring instructors' use of LMS in Higher Educational Institutions of Saudi Arabia and other countries of the Middle East. It offers practical insights for a broad range of researchers and professionals at higher education institutions and serves as a reference guide for designers of learning management systems (e.g., blackboard systems), policymakers, and the Ministry of Education staff.

Proceedings of IVth International Symposium on Improving the Performance of Supply Chains in the Transitional Economies Peter J. Batt 2013

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Riset Pemasaran dan Konsumen Seri: 2 Ujang Sumarwan 2019-01-01 Buku ini adalah kelanjutan dari Buku Seri 1: Riset Pemasaran dan Konsumen. Buku Seri 1 membahas prosedur melakukan riset pemasaran dan konsumen serta membahas berbagai topik riset pemasaran dan konsumen berdasarkan kajian artikel yang diterbitkan di jurnal ilmiah. Buku Seri 2 ini terdiri dari dua bagian utama. Bagian pertama membahas persiapan data untuk diolah dan dianalisis serta metode statistik univariate dan bivariate untuk menganalisis data survei.

Marketing Michael Baker 1998 "Marketing: Managerial Foundations" provides students with a sound understanding of marketing theory and practice, and does so in an Australian and New Zealand context. It is an introductory text that goes beyond the prescriptive approach. It seeks to meet the needs of a discipline that is now accepted as a fundamental aspect of business and one which needs and deserves an academic base of context, concept and application. No theoretical stone is left unturned as good practice is supported by essential theoretical frameworks. Students will find more discussion of the various arguments that provide views on the foundations and application of marketing. Concepts such as relationship marketing are traced and explored. The book provides a strong foundation for the study of marketing and is essential reading for the newcomer to marketing as well as being a valuable reference for the marketing professional.

Sustainability and Management Kıymet Çalıyurt 2017-07-14 In the wake of the 1987 Brundtland Report, sustainable development has become key to the management systems within businesses, and a means by which companies can increase their long-term value. Being a 'sustainable company' increasingly means 'staying alive in business' and has become a necessity for all kinds of enterprises, from the micro-sized to global corporations. In more recent years, many companies, and indeed governments, have looked at sustainability as a means to combat the multiple challenges of environmental accidents, global warming, resource depletion, energy, poverty and pollution. However, being sustainable or maintaining sustainability is not an easy task for a company's management function. It needs continuous support and

engagement from the board, the executive management, staff and other stakeholders alike. Additionally, it brings extra costs to the company in terms of hiring trained staff, organising continuous training in the company, publishing sustainability reports and subscribing to a rating system. Sustainability must be nourished by a company's board as well as by all of its departments, such as accounting, marketing and human resources. By the same token, it is not enough for a company simply to declare itself a 'sustainable business' or rely on past measures and reputation; sustainability is an ongoing activity and one which has to be proved by periodically disclosing sustainability reports, according to international rating systems. In *Sustainability and Management: An International Perspective*, Kıymet Çalıyurt and Ülkü Yüksel bring together international authors from a variety of specialisations to discuss the development, aspects, problems, roadmap, trends and disclosure systems for sustainability in management. The result is a lively, insightful exposition of the field.

Corrupt Research Raymond Hubbard 2015-07-01 Addressing the immensely important topic of research credibility, Raymond Hubbard's groundbreaking *Corrupt Research* proposes that we must treat such information with a healthy dose of skepticism. This book argues that the dominant model of knowledge procurement subscribed to in these areas—the significant difference paradigm—is philosophically suspect, methodologically impaired, and statistically broken. Hubbard introduces a more accurate, alternative framework—the significant sameness paradigm—for developing scientific knowledge. The majority of the book comprises a head-to-head comparison of the "significant difference" versus "significant sameness" conceptions of science across philosophical, methodological, and statistical perspectives.

Marktforschungsergebnisse zielgruppengerecht kommunizieren Alexander Magerhans 2012-08-23 Marktforschungsergebnisse beeinflussen wichtige Entscheidungen in Unternehmen. Daher sollte der Marktforscher in der Präsentation die richtige Balance zwischen Faktenwissen und individueller Präsentation finden. Das vorliegende Buch umfasst alle Elemente der zielgruppengerechte Kommunikation von Marktforschungsergebnissen (Ergebnisberichte, mündliche, virtuelle und internationale Präsentationen, Ergebnisworkshops) und zeigt, wie die Ergebnisse via Intranet und Internet dokumentiert werden können. Für jeden Teilbereich werden eine Zielgruppenanalyse durchgeführt und konkrete Handlungsempfehlungen (Checklisten) abgeleitet. Im Mittelpunkt stehen die Besonderheiten von quantitativen und qualitativen Marktforschungsergebnissen. Experteninterviews und empirische Untersuchungen untermauern die jeweiligen Aussagen. Trends und aktuelle Entwicklungen runden die Darstellung ab.

Customer-Centric Marketing Strategies: Tools for Building Organizational Performance Kaufmann, Hans-Ruediger 2012-11-30 As customer orientation continues to gain importance in the marketing field, there has been a growing concern for organizations to implement effective customer centric policies. *Customer-Centric Marketing Strategies: Tools for Building Organizational Performance* provides a more conceptual understanding on customer-centric marketing strategies as well as revealing the success factors of these concepts. This book will discuss how to improve the organization's financial and marketing performance.

A Preface to Marketing Management J. Paul Peter 2003 Preface to Marketing Management can be used in a wide variety of settings. Integrating E-commerce topics throughout, as well as analyses of proven teamwork techniques and strategies, this flexible and concise book provides the reader with the foundations of marketing management while allowing room for the instructor to use outside readings, Web research, and other resources to build knowledge.

Marketing and Social Media Lorri Mon 2020-12-07 *Marketing and Social Media: A Guide for Libraries, Archives, and Museums*, Second Edition is a much-needed guide to marketing for libraries, archives, and museum professionals in the social media age. This book serves as both an introductory textbook and as a guide for working professionals interested in developing well-planned evidence-based marketing campaigns. Chapters cover coordinating efforts with the organization's mission, goals, and objectives, how to do a SWOT analysis and environmental scanning, the use of existing data as well as issues in collecting additional data, how to identify and involve stakeholders, a 4-step marketing model, considerations of price, placement, product, and promotion, market research, understanding customer groups and market segmentation, marketing mix strategy and evaluation, promotional activities, channel selection, social media marketing activities, content marketing, social media policies, guidelines, crisis communication, and evidence-based assessment. Discussion of social media and examples of social media marketing activities are included throughout the book, as well as case study examples of marketing and social media campaigns in libraries, archives and museums. This second edition further includes a new final chapter offering step-by-step guidance for brand-new social media managers on how to get started from their first day on the job with social media marketing, management, assessment, strategic planning, and content calendar planning activities, in addition to working with colleagues and managers to integrate social media into work activities across the organization. For educators, this text includes elements which can be developed into classroom or workshop assignments which include pull quotes highlighting important concepts in each chapter, key terms, discussion questions, illustrative case study examples from archives, libraries and museums, and an annotated bibliography for further reading.

Use of Market Data in the Recruitment of High Potentials Jan Posthumus 2015-06-18 In his study, Jan Posthumus uses the grounded theory method to explore the implementation of marketing instruments such as segmentation and targeting in the recruitment of high potentials in the pharmaceutical industry. The implementation of these instruments can best be understood as the result of an interaction between four categories: the identified internal need for certain groups of high potentials; the scarcity of these groups of high potentials in the market; the attitudes, opinions, and strategies within human resources; and the technological capabilities. Depending on the situation, different recruitment instruments are used to recruit high potentials. However, the interviewees did not use an explicit high potential recruitment profile, though they implicitly search for varying combinations of high-potential

characteristics such as: intelligence and agility, engagement, the ability to perform in various environments, and the ability to manage one's energy levels.

Marketing Theory and Applications Kenneth R. Evans 2002

Marketing Research Joseph F. Hair 2000 Marketing Research, 3/e takes an application-oriented approach, providing students with the tools and skills necessary to solve business problems and exploit business opportunities. This book is unique from any other in the market in three significant ways. First, it provides a greater balance between primary and secondary information and the techniques and methods that underpin these two important types of data. Second, it offers in-depth coverage of the critical research tools and skills that will be required of today and tomorrow's marketing researchers and business decision-makers. Third, with its in-depth coverage of secondary research, the practice of customer-based management is highlighted as this book helps students see what real companies are doing for their marketing research. This book provides students a realistic and current view of the practice and importance of marketing research in the business world.

Handbook of Research on Managing and Influencing Consumer Behavior Kaufmann, Hans-Ruediger 2014-10-31 In recent years, all types of businesses have increasingly focused on the importance of the relationship with the customer. Customer knowledge management has become a well-known term used in the business and academic worlds for understanding how to control consumer behavior. The Handbook of Research on Managing and Influencing Consumer Behavior discusses the importance of understanding and implementing customer knowledge management and customer relationship management into everyday business workflows. This comprehensive reference work highlights the changes that the Internet and social media have brought to consumer behavior, and is of great use to marketers, businesses, academics, students, researchers, and professionals.

Marketing Research Alvin C. Burns 2012-12-28 Directed primarily toward undergraduate marketing college/university majors, this text also provides practical content to current and aspiring industry professionals. Marketing Research gives readers a "nuts and bolts" understanding of marketing research and provides them with extensive information on how to use it. This text provides the fundamentals of the statistical procedures used to analyze data without dwelling on the more complex and intricate concepts.