



The Essentials of Marketing Research

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

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Identifying and assessing the ways in which changes in the marketing mix affect consumer behavior is key to a successful marketing strategy.

The Essentials of Marketing Research guides the student in designing, conducting and interpreting marketing research. This comprehensive textbook covers the full range of topics, including:

- Secondary research and data mining
- Internet marketing research
- Qualitative and exploratory research
- Statistical analysis
- Marketing research ethics

With learning objectives at the beginning of each chapter, a host of cases and a comprehensive companion website, this book offers a range of tools to help students develop and test their research and analytical skills.

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