

The fifth edition of this well known text continues to comprehensively discuss the tools and techniques used for marketing research which facilitates managerial decision-making. With the addition of new cases and a new chapter on Ethical Issues in Marketing Research, this new edition adds further clarity to the process of market research. A better design and coverage makes this edition vital for postgraduate and undergraduate students of management and commerce as well as for the practitioners of marketing research. Highlights? A new chapter on Ethical Issues in Marketing Research highlighting major ethical issues involved in different stages of the research process.? More coverage on research designs - Exploratory & Descriptive Research Designs and Causal Research Designs in two separate chapters.? A new section in Chapter 8 providing a comparative idea of observation and communication methods based on criteria such as versatility, business logistics and data quality.? New topics such as experimentation in marketing research, searching published external data and guidance to handle non-responses in a survey.? 44 new and updated cases providing students with an updated real-world look into the testing market scenarios of today.

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