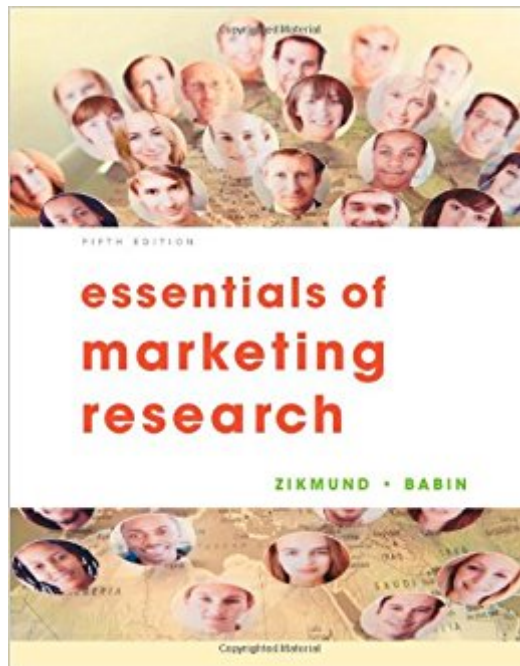


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# Essentials Of Marketing Research (with Qualtrics Printed Access Card)



## Synopsis

Placing readers in the role of manager, *ESSENTIALS OF MARKETING RESEARCH*, 5e, offers concise yet thorough coverage that helps readers use marketing research to make effective business decisions. Readers also learn to perform basic, core marketing research tasks. The book succinctly addresses the design, collection, analysis, and reporting of marketing research data relevant to a firm's current and future needs. Reflecting the latest developments from the field, the Fifth Edition also features an increased emphasis on behavioral tracking, social networking, smart phones, and the resulting impact on marketing research.

## Book Information

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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.

I hated school.

The writing is so bad it interferes with learning. You have to reread sentences and paragraphs over and over again because the writing is so unclear. Your usual grammatical and spelling mistakes are present, but this book goes beyond that. I would hate to have been assigned an earlier edition to

read. Many concepts they do well. Many concepts you are asking yourself why they are using the word they are defining in the definition. Structurally, they could have also made things easier to follow. I'm harsh because I had to buy this book for a class and I know the professor didn't look it over.

Good, solid content and great real life examples but good lord... How can there be so many typos in the FIFTH Edition???

good!

In Good condition and I'm happy with it, however there is some writing in the book.

great book for Marketing Research

This book is terrible.

Great resource, lots of real worl examples and problems to examine. One of the best text books I have used in my MBA program.

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