



Marketing Research Kit For Dummies

By Michael Hyman, Jeremy Sierra



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The tools you need to identify, obtain, record, and analyze data

Sure, access to data is faster and easier to obtain than ever before, but how do you cut through the clutter of information to find what's most useful and organize it to suit your purposes? *Marketing Research Kit For Dummies* supplies a brimming box of tools that help you mine mountains of data, find the sources you need, and focus your marketing plan.

Whether you're an entrepreneur, a small business owner, or a marketer in a large organization, this powerful resource and companion CD provide you with hands-on tools you need to identify, obtain, record, and analyze secondary, data-electronic and print-for developing or revising a marketing plan, launching a new product or service, or implementing long-term strategic planning. It also offers clear, in-depth instructions and customizable forms for conducting your own primary research.

- Includes complete instructions for writing a research plan, conducting depth interviews, and focus groups
- Fully explains the process of sampling, analyzing data, and reporting results
- Features tips on developing questionnaires for face-to-face, Internet, and postal surveys
- Helps you keep an eye on your competition and analyze their results

When money is tight and everything is on the line, you need to make sure you've done your homework. You need *Marketing Research Kit For Dummies*.

Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file.

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Editorial Review

From the Back Cover

Your hands-on guide to getting and putting marketing data to work

When money is tight and everything is on the line, you need to make sure you've done your homework. You need *Marketing Research Kit For Dummies*. Whether you're an entrepreneur, a small business owner, or a marketer in a large organization, this powerful resource provides you with the hands-on tools you need to identify, obtain, record, and analyze marketing data.

- Make better business decisions — get the lowdown on marketing research and learn what it can do for you to start making better business decisions today
- Survey your way to success — find out how different types of surveys can (and can't) work for you and get do's and don'ts for the best ways to conduct them
- It's a method (not madness!) — discover how secondary data (like online sources and sites with links to multiple sources) can be used in your marketing research
- Analyze this — get the tools and information you need to collect, analyze, and report your data

Bonus DVD Includes

- Sample questionnaires, checklists, focus group scripts, and research reports
- Videos of a complete focus group session and a results presentation
- Excel-based tools and a step-by-step guide to various data-analysis methods
- See the DVD appendix for details and complete system requirements.

Open the book and find:

- How marketing research can (and can't) help you
- Questions to ask when gathering data
- Strategies for analyzing results
- When to call in outside expertise
- The strengths and weaknesses of surveys
- Tips for avoiding errors in survey research
- Examples of good (and bad) research questions
- Guidelines for setting up your own data analysis

Learn to:

- Design surveys and questionnaires
- Identify, obtain, record, and analyze marketing data
- Improve existing products and services
- Use the forms, templates, checklists, and video included on the DVD

About the Author

Michael R. Hyman, PhD, is a Stan Fulton Chair and professor of marketing, the author of more than 100 published scholarly papers, and current member of nine journal editorial review boards.

Jeremy J. Sierra, PhD, is an assistant professor of marketing with a teaching interest in sports marketing and marketing research.

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Florence Lentz:

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Julia Flowers:

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Linda Meier:

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Dianne Haire:

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