

<i>Preface</i>	19
Chapter 1	Introduction to Marketing Research 30
Chapter 2	The Marketing Research Industry 46
Chapter 3	The Marketing Research Process and Defining the Problem and Research Objectives 66
Chapter 4	Research Design 96
Chapter 5	Secondary Data and Packaged Information 120
Chapter 6	Qualitative Research Techniques 144
Chapter 7	Evaluating Survey Data Collection Methods 170
Chapter 8	Understanding Measurement, Developing Questions, and Designing the Questionnaire 202
Chapter 9	Selecting the Sample 236
Chapter 10	Determining the Size of a Sample 264
Chapter 11	Dealing with Field Work and Data Quality Issues 290
Chapter 12	Using Descriptive Analysis, Performing Population Estimates, and Testing Hypotheses 314
Chapter 13	Implementing Basic Differences Tests 352
Chapter 14	Making Use of Associations Tests 378
Chapter 15	Understanding Regression Analysis Basics 406
Chapter 16	The Research Report 432
<i>Endnotes</i>	459
<i>Name Index</i>	475
<i>Subject Index</i>	479