CONTENTS IN BRIEF

1	The Role of Marketing Research in Management Decision Making	2
	Appendix 1-A, Careers in Marketing Research 22	
	Appendix 1-B, Marketing Research Ethics 29	

- 2 Problem Definition, Exploratory Research, and the Research Process 38
 Appendix 2-A, Marketing Research Proposal 66
- 3 Secondary Data and Databases 70

 Appendix 3-A, Getting the Most Out of Google 99
- 4 Qualitative Research 106
- 5 Survey Research 140
- 6 Primary Data Collection: Observation 182
- 7 Primary Data Collection: Experimentation 208
- 8 The Concept of Measurement and Attitude Scales 240
- 9 Questionnaire Design 284
- 10 Basic Sampling Issues 326
- 11 Sample Size Determination 356
- 12 Data Processing, Fundamental Data Analysis, and the Statistical Testing of Differences 38
- 13 Bivariate Correlation and Regression 440
- 14 Communicating the Research Results and Managing Marketing Research 466

 Appendix Statistical Tables A-1