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professionals. Marketing Principles covers the marketing environment, market research, target markets, product planning and management, distribution systems, wholesaling and retailing, promotional strategy, pricing policies and strategies, marketing evaluation and control, marketing applications in special fields.

Essentials of Marketing Research: Putting Research into Practice, an exciting new practical guide by Kenneth E. Clow and Karen E. James offers a hands-on, applied approach to developing the fundamental data analysis skills necessary for making better management decisions using marketing research results. Each chapter opens by describing an actual research study related to the chapter content, with rich

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examples of contemporary research practices skillfully drawn from interviews with marketing research professionals and published practitioner studies. Clow and James explore the latest research techniques, including social media and other online methodologies, and they examine current statistical methods of analyzing data. With emphasis on how to interpret marketing research results and how to use those findings to make effective management decisions, the authors offer a unique learning-by-doing approach to understanding data analysis, interpreting data, and applying results to decision-making.

The comprehensive guide to marketing and business fundamentals. It covers marketing principles, research,

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strategy, design, plan execution, and more. This textbook is the primary preparatory material for the AMLR-PME certification exam. The book is intended for: Junior and mid-level marketing professionals. Students and recent business school graduates. Non-marketing business professionals who are interested in understanding marketing principles. The book consists of four parts: 1. The foundation for success - details the fundamentals of marketing. 2. Business planning - discusses strategy, research, analytics, and pricing. 3. Executing the plan - topics include design, promotional activities, metrics, and sales channels. 4. Leading the business - learn about financials, P&Ls, and best practices for how to succeed in the workplace.

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Essentials of Marketing Research concisely delivers an up-to-date review of a broad variety of marketing research topics. It takes an application-oriented approach, providing students with the tools and skills necessary to solve business problems and exploit business opportunities. The authors' years of experience in real-world marketing research is evident throughout, from their thorough treatment of qualitative research (given short shrift in many other books) to their knowledgeable coverage of sample size rules-of-thumb, conducting a background literature review, and the importance of new market research tools and techniques. Essentials of Marketing Research gives your students a strong command of market research principles, while being short enough to use alongside your favorite cases or

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