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Marketing Research gives students a “nuts and bolts” understanding of marketing research and provides them with extensive information on how to use it. Written at a level first-time marketing research students can understand, this text provides the fundamentals of the statistical procedures used to analyze data without dwelling on the more complex and intricate concepts.

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Professor Burns has taught undergraduate and master's-level courses as well as doctoral seminars in marketing research for over forty years. During this time, he has supervised a great many marketing

research projects conducted for business-to-consumer, business-to-business, and not-for-profit organizations.

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Marketing research: is the process of designing, gathering, analyzing, and reporting information that may be used to solve a specific marketing problem. (Burns & Bush)...is the function that links the consumer, customer, and public to the marketer through information—information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve the understanding of marketing as a process.

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If you are interested in Marketing Research, I strongly recommend the book, Marketing Research, Alvin C. Burns and Ronald F. Bush, available on Amazon. It comprises the right amount of detail. The 11 steps detailed above are well-define and described in the book. Source: Marketing Research, Alvin C. Burns and Ronald F. Bush

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