



CONSELHO FEDERAL DE ESTATÍSTICA

Para os Exmos. Srs. Senadores da República Federativa do Brasil,
Senado Federal, Brasília – DF

O PLC 138/2010, que Regulamenta a Profissão de Pesquisador de Mercado, Opinião e Mídia é **desnecessário!**

O Conselho Federal de Estatística (CONFE) considera um grande equívoco a regulamentação da profissão de Pesquisador de Mercado, Opinião e Mídia, proposta pela Associação Brasileira de Pesquisadores de Mercado, Opinião e Mídia (ASBPM). O projeto de lei PLC 680/2006 que tratava do assunto foi aprovado pela Câmara dos Deputados e seguiu para o Senado sob a tutela do Senador Paulo Paim com o número PLC 138/2010.

Tal projeto colide frontalmente com a Lei 4739 de 15/04/1965 que cria a profissão de Estatística e com o Decreto 62.497 de 01/04/1968 que a regulamenta.

As atividades definidas pelo PLC 138/2010 geram colossal superposição com as atividades do profissional de Estatística, tanto no bacharelado quanto no técnico de nível médio, ambas definidas no Decreto 62.497 de 01/04/1968.

O texto da ASBPM que abre o abaixo assinado encaminhado ao Senado afirma na primeira frase do primeiro parágrafo o seguinte:

“A Pesquisa de Mercado, Opinião e Mídia é uma atividade essencialmente multidisciplinar, em cujo exercício convergem os conhecimentos de várias ciências e formações profissionais, sem reserva de mercado a nenhuma delas”.

A profissão proposta corresponde a uma agregação de profissões, onde as principais funções são exercidas por profissões já bem estabelecidas, como por exemplo: estatísticos economistas, administradores, psicólogos, sociólogos; advogados e engenheiros; o que inviabiliza a formação dos “novos profissionais”. Multidisciplinares são todas as profissões, todo profissional conta em sua formação com várias disciplinas articuladas e conexas que no todo constituem a área. Para ilustrar, em 1964 a grade curricular do curso de Bacharel em Estatística da Escola Nacional de Ciências Estatísticas (ENCE), grade aprovada pelo Ministério de Educação, já incluía na última série a disciplina Pesquisa de Mercado, lembrando que em 1964 a profissão de Estatística ainda não tinha sido reconhecida, o que só ocorreu em 1965.

Então, pelo que podemos apreender do texto o “profissional” imaginado pela ASBPM é



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mais que multidisciplinar, ele há de ser multiprofissional. Não há, no País ou fora dele até os dias hoje, nenhuma profissão que chegue a isto; na verdade se existisse, ou haveria um hiper-profissional com conhecimentos sólidos de várias áreas de especialização, ou um micro-profissional formado em generalidades. A primeira hipótese é obviamente inviável, exigiria muito tempo e esforço para sua concretização; na segunda hipótese não se formaria um profissional sério com conhecimentos necessários.

Complementarmente, afirmamos que o PLC 138/2010 quer regulamentar, sob o título de profissão uma função tradicionalmente exercida no Brasil, fundamentada por profissionais de estatística e consagrada pela participação de uma miríade de profissionais e especialistas, dado o imenso campo de abrangência da pesquisa de mercado.

Além de confessar e enfatizar as interseções com as demais profissões, a ASBPM usa o argumento da negação quando cita por exclusão, quais profissões existentes não ficariam fora da “nova profissão”. Camuflou e sofismou o conceito do “novo profissional”, na primeira frase do segundo parágrafo do texto de abertura do abaixo assinado, pode-se ler:

“A multidisciplinaridade que o PLC 138/2010 procura reconhecer é essencial ao desenvolvimento da nossa profissão não exclui nem os estatísticos, nem os economistas, nem os especialistas em opinião pública, nem os psicólogos, nem os publicitários, nem os sociólogos, nem os engenheiros, nem os administradores de empresas”.

Mais uma vez é destacada a característica da “multidisciplinaridade” que parece ser a essência da existência da “nova profissão”, transformando-se num argumento falacioso da ASBPM, desconsiderando que sem análise estatística nem mesmo o conteúdo das questões tem validade explícita. Mas, pelo menos colocou o Estatístico em primeiro lugar na lista dos “*não excluídos*”, mas omitiu o grau e a real necessidade da participação de cada um na conceituação da “nova profissão”. O Confe assegura que a lista dos “*não excluídos*” da ASBPM está incompleta, muitas profissões foram injustamente esquecidas. Na pesquisa de mercado de produtos farmacêuticos, exemplo dos analgésicos, seria indispensável a participação de profissionais das áreas Médica e de Farmácia; como também na pesquisa de alimentos, exemplo dos fast-foods, seria imprescindível a participação de profissionais das áreas de Nutrição, Ciências e Tecnologia de Alimentos. Seriam tantos os casos faltantes na lista dos “*não excluídos*” que teria sido melhor finalizar a frase da ASBPM acima reproduzida, diga-se



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absolutamente vazia em seu conteúdo, com o famoso ETC. que também nada define.

A superposição das atividades do profissional Estatístico com a “nova profissão” é facilmente constatada quando o PLC 138/2010 é confrontado com o Decreto 62.497/1968, pois o profissional e o técnico em Estatística realizam a maior parte das tarefas desenvolvidas na pesquisa de mercado, incluindo a concepção e montagem da pesquisa no mais amplo sentido, a análise: do conteúdo e consistência das questões, dos resultados; e ao final as conclusões e o relatório técnico, que por Decreto são de responsabilidade do estatístico de nível superior.

A estatística não é um fim em si mesmo. Ela participa com seus métodos auxiliando na compreensão, na análise, nas decisões e na representação dos resultados nas áreas de aplicação, tanto nas Ciências da Natureza quanto nas Ciências Sociais. Dada sua importância, em algumas áreas recebe denominações específicas, isto porque, faz parte de uma fronteira relevante com estas áreas, mas raramente gera uma nova profissão. O quadro a seguir dá uma idéia simplificada da situação em nosso País,

QUADRO RESUMO DAS FRONTEIRAS

Área de Aplicação	Fronteira Estatística	^(*) É Profissão?	Tem Associação?
Economia	Econometria	Não	Sim
Financeira	Análise de Risco	Não	Não
Medicina em geral, Social e para-médicos	Biometria, Bioestatística e Epidemiologia,	Não	Sim
Ciências biológicas	Biometria/Bioestatística	Não	Sim
Medições	Metrologia	Não	Sim
Psicologia e Psiquiatria	Psicometria	Não	Sim
Populações	Demografia	Não	Sim
Engenharias e Materiais	Controle da Qualidade	Não	Sim
Sistemas Conectados	Confiabilidade	Não	Não
Seguros	Atuária	Sim	Sim
Adm. de Processos	Capabilidade	Não	Sim
Sociologia	Sociometria	Não	Sim

* **Fonte:** Profissões Regulamentadas - Leis, Decretos-Leis, Decretos e outros atos específicos, compilação dos textos, atualização e notas Adriano Campanhole, Hilton Lobo Campanhole - 7 ed-SP Atlas 99.

* **Atualização/Fonte:** Setor de Documentação/MTE - Bsb, 28.04.2009.



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Observar que dentre as fronteiras citadas só uma constitui profissão regulamentada, a Atuária, onde nos cursos de formação profissional o bacharel de estatística é aceito com uma complementação de disciplinas devido à dominância dos métodos estatísticos na formação profissional do Atuário.

Então, pergunta-se: Como se explica que somente a Atuária tenha se transformada em profissão regulamentada?

A Atuária resultou de uma ação política do Instituto Brasileiro de Atuária - IBA, em 1944 ele foi criado com o objetivo de congregar conhecimentos das técnicas usadas para planejar a Previdência Social (INSS). Este objetivo foi ampliado mais adiante pela importância social dos Fundos de Pensão criados nas Empresas Estatais. A profissão de Atuária foi regulamentada pelo decreto-Lei Nº 806 de 04 de setembro de 1969. Não fossem os interesses políticos e econômicos da reserva de mercado, a Atuária poderia ter sido uma especialidade dentro do curso de formação do estatístico, para isto bastava ter introduzido nos cursos de graduação as disciplinas específicas da Atuária nos períodos finais.

O espírito associativo na área da pesquisa de mercado sempre foi voltado para pessoa jurídica, ou seja, dos empresários donos das empresas. No passado recente chegou a existir duas associações: ABIPEME- Associação Brasileira de Institutos de Pesquisa de Mercado, fundada em 1974, e a ANEP- Associação Nacional de Empresas de Pesquisa, cuja fundação em 1998, foi fruto da cisão ocorrida em 1992 gerada pela saída dos grandes institutos da ABIPEME. Posteriormente em 2004, voltaram a trás e fundiram as duas associações na atual Associação Brasileira de Empresas de Pesquisa-ABEP. Esta associação, assim como as anteriores, atua preferencialmente na área privada da economia, levantando informações de produtos e opinião de consumidores e mantendo relação estreita com Propaganda e Marketing. Por outro lado a atual ASBPM que conduz a proposta da “nova profissão” originou-se da SBPM-Sociedade Brasileira de Pesquisa de Mercado entidade criada em 1981 para congrega a pessoa física que faz pesquisa de mercado. Sobre a SBPM merece destaque mencionar seu primeiro código de ética datado de 1986 onde se constata no na sua parte II- Definições Iniciais, os seguintes conceitos:



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Código de Ética divulgado pela SBPM em 19/06/1986

II. DEFINIÇÕES INICIAIS

Neste Código de Ética, entende-se por:

1. Pesquisa de mercado a coleta, a análise, a apresentação ou a utilização de dados com intuítos comerciais, a respeito de atitudes, bens, características, comportamentos, hábitos, motivações, necessidades, opiniões ou sentimentos de indivíduos, grupos, órgãos ou instituições.
2. Pesquisador de mercado qualquer pessoa que planeje ou realize, total ou parcialmente, sozinho ou associados, por conta própria ou não, uma pesquisa de mercado, ou que atue como consultor numa pesquisa dessa ordem.

Portanto, a sua origem demonstra a grande distância que existe entre os propósitos do passado para os de hoje, o que confirma nossa afirmação que: *A pesquisa de mercado é uma atividade dirigida predominantemente para os negócios*. Fato que a ASPBM procura omitir mas, se torna cristalino com o aditamento “de Opinião e Mídia” na sua nova denominação.

Para desenvolver um projeto de pesquisa de mercado basta juntar os profissionais pertinentes ao tema e executar as tarefas. É necessária uma estrutura de empresa para captar clientes e uma coordenação de projeto. Tudo funciona como se fosse uma empresa de consultoria, e diga-se de passagem, no Brasil consultor nunca foi profissão.

Então o que a ASBPM quer de fato? A resposta a essa pergunta está contida de forma lapidar no começo do texto do abaixo assinado:

“A Pesquisa de Mercado, Opinião e Mídia é uma atividade essencialmente multidisciplinar, em cujo exercício convergem os conhecimentos de várias ciências e formações profissionais, **sem reserva de mercado a nenhuma delas**”.

O negrito é nosso e mostra a grande preocupação com a reserva de mercado, a ASBPM não quer que o mercado seja reservado a qualquer profissão, ou melhor, quer que ele seja somente domínio da “nova profissão”. O objetivo da ASBPM é simplesmente regulamentar uma **aplicação** para justificar sua reserva de mercado. Aliás, uma aplicação muitíssimo rentável, que só pode ser desempenhada por um conjunto de profissionais cuja composição varia de um caso para outro. A equipe que vai desenvolver um projeto de pesquisa de mercado é montada para cada caso (mercado), será preciso um dermatologista para o mercado de cosméticos, um arquiteto para o mercado de imóveis, ou ainda um agrônomo para o mercado de frutas ou flores, e por ai a fora. Mas, as únicas atividades fixas, constantes em todo projeto de pesquisa de mercado são as dos: estatísticos, entrevistadores, codificadores, recrutadores, verificadores; cujas atividades já estão todas previstas no Decreto 62.497 de 01/04/1968 que regulamenta a profissão do estatístico.



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No caso específico da Pesquisa Política para divulgação pública, o TSE desde 2004 já reconheceu a importância do profissional Estatístico e em todas as pesquisas deve constar o registro do estatístico responsável pela metodologia para ser registrada no TSE.

Enfim, uma vez que todos os profissionais que interagem com a pesquisa de mercado já recebem como tal, os digitadores também, os conferidores e entrevistadores têm a autonomia suficiente de rejeitar ou não qualquer salário como qualquer empregado do seu nível de formação. E, que não há nada que constitua a pesquisa de mercado, opinião ou social como um corpo de conhecimento científico, que determine uma profissão, nem nenhum ganho para a sociedade, posto que os profissionais que a realizam já são regulamentados, logo não há porque regulamentá-la. Assim, asseveramos que: **UM PROFISSIONAL NÃO É PESQUISADOR DE MERCADO, ELE FAZ PESQUISA DE MERCADO.**

Portanto o PLC 138/2010 é totalmente dispensável, só virá duplicar as atividades de profissionais, confundir, trazer entraves à criação de novas empresas de pesquisa de mercado e onerar a educação superior no País, e não trará nenhuma vantagem para Economia e para a Sociedade.

Finalizando, para comprovar o *quantum* de conhecimento de ciências estatísticas é necessário para executar projetos em pesquisa de mercado, apresentamos no Anexo uma relação de livros retirados do portal **Amazon.com**, onde foram incluídos todos os livros com preço acima de US\$100 que aparecem nas três primeiras páginas do site. Destaque-se que o *software* designado por SPSS significa “Statistics Packet in Social Science”, o qual aparece como programa extremamente recomendado e até ofertado como bônus na aquisição dos livros. Assim sendo, pode-se afirmar sem sombra de dúvida que **a ciência estatística** é o conhecimento básico na aplicação pesquisa de mercado

Plenária do CONFE em 8 de fevereiro de 2011.



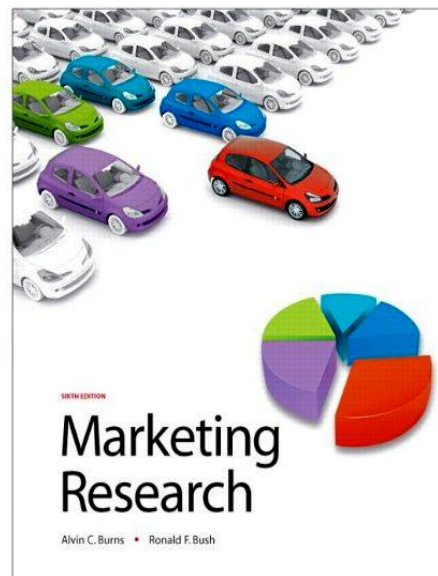
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Anexo da Resposta do CONFE ao Projeto PLC 168/2010

Relação das capas, autores, informações e comentários dos Livros de Marketing Research exibidos nas três primeiras páginas do Portal **Amazon.com** com preço superior a US\$100.

Obs: A fonte é realçada em **vermelho** quando existir referências as Ciências Estatísticas.

[Marketing Research \(6th Edition\)](#) by [Alvin C. Burns](#) and Ronald F. Bush
(Jul 24, 2009)



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Marketing Research with SPSS by Carl McDaniel Jr. and Roger Gates (Feb 4, 2009)



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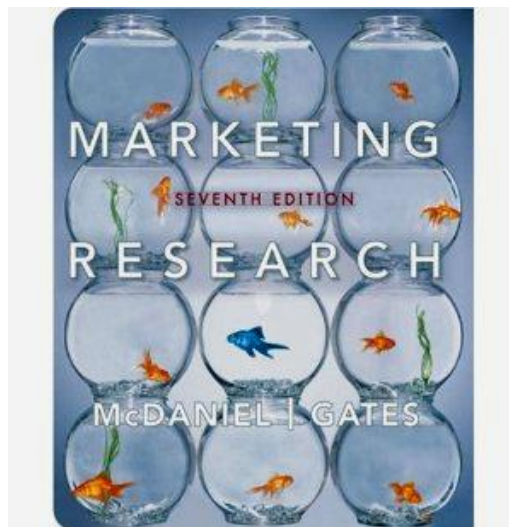
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- * **SPSS exercises follow each quantitative chapter. Data sets and Excel-based versions of the SPSS exercises are available on the Companion Web Site.**
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[Marketing Research: An Applied Orientation \(6th Edition\)](#) by [Naresh K. Malhotra](#) (Jul 17, 2009)



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Review

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[Marketing Research: Methodological Foundations \(with Qualtrics Card\)](#)

by Dawn Iacobucci and Gilbert A. Churchill (Oct 20, 2009)



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About the Author

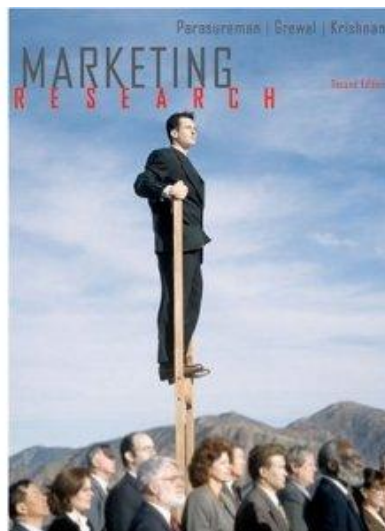
A renowned expert on networks, **customer satisfaction and service marketing, and quantitative psychological research**, Dr. Dawn Iacobucci is the E. Bronson Ingram Professor of Marketing and the Associate Dean for Faculty at the Owen Graduate School of Management, Vanderbilt University. She has previously served as Professor of Marketing at the Kellogg School of Management, Northwestern University. She has also served as the Coca-Cola Distinguished Professor of Marketing, Professor of Psychology and Head of the Marketing Department of the University of Arizona as well as the John Pomerantz Professor of Marketing at Wharton, the University of Pennsylvania. **She received her M.S. in Statistics, and M.A. and Ph.D. in Quantitative Psychology** from the University of Illinois at Urbana-Champaign. Her research focuses on the modeling of dyadic interactions and social networks, **the conceptualization and measurement of customer satisfaction and service quality, and multivariate and methodological research questions**. Dr. Iacobucci has published in a variety of journals including the **JOURNAL OF MARKETING**, the **JOURNAL OF MARKETING RESEARCH**, **HARVARD BUSINESS REVIEW**, **JOURNAL OF**



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CONSUMER PSYCHOLOGY, INTERNATIONAL JOURNAL OF RESEARCH IN MARKETING, MARKETING SCIENCE, JOURNAL OF SERVICE RESEARCH, **PSYCHOMETRIKA**, PSYCHOLOGICAL BULLETIN, and **SOCIAL NETWORKS**. Dr. Iacobucci is recent editor of both the JOURNAL OF CONSUMER RESEARCH and JOURNAL OF CONSUMER PSYCHOLOGY. She has edited several books related to marketing and authored a book covering mediation analysis. Dr. Iacobucci has taught internationally and has consulted extensively for several top companies, including Bryan Cave LLP, AT&T, Knowles Electronics, First Chicago, Yamaha, and Hewlett-Packard. Her research has been recognized with numerous grants, awards, and distinctions, including a National Science Foundation Award. A recognized leader in the field of marketing research, Gilbert A. Churchill, Jr., joined the University of Wisconsin faculty after receiving his D.B.A. from Indiana University in 1966. Professor Churchill was named Distinguished Marketing Educator by the American Marketing Association in 1986, the second individual so honored. This lifetime achievement award recognizes and honors a living marketing educator for distinguished service and outstanding contributions in the field of marketing education. Professor Churchill was also awarded the Academy of Marketing Science's lifetime achievement award in 1993 for his significant scholarly contributions. In 1996, he received a Paul D. Converse Award, which is given to the most influential marketing scholars, as judged by a national jury drawn from universities, businesses, and government. Also in 1996, the Marketing Research Group of the American Marketing Association established the Gilbert A. Churchill, Jr. Lifetime Achievement Award, which is awarded each year to an individual who has made significant contributions to marketing research. Dr. Churchill is a past recipient of the yearly William O'Dell Award for an outstanding article in the JOURNAL OF MARKETING RESEARCH. He has also been a finalist for the award five additional times. He is a co-author of the most and third-most influential articles of the past century in sales management, as judged by a panel of experts in the field. His articles have appeared in such publications as the JOURNAL OF MARKETING RESEARCH, JOURNAL OF MARKETING, JOURNAL OF CONSUMER RESEARCH, JOURNAL OF RETAILING, JOURNAL OF BUSINESS RESEARCH, DECISION SCIENCES, TECHNOMETRICS, and ORGANIZATIONAL BEHAVIOR AND HUMAN PERFORMANCE.

[Marketing Research](#) by [A. Parasuraman](#), Dhruv Grewal, and R. Krishnan
(Jan 31, 2006)





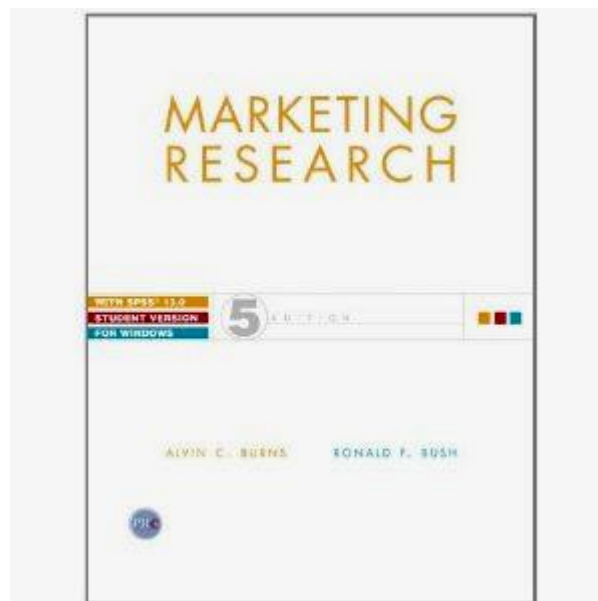
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List Price: \$236.95 Price: **\$168.68** & this item ships for **FREE with Super Saver Shipping**. [Details](#)
You Save: \$68.27 (29%) [Special Offers Available](#)

Product Description

In Marketing Research, the authors offer undergraduate and MBA students a compelling introduction to the field with extensive use of global, technology, service, and small business examples. Distinctive features include integrated coverage of technology tools and **statistical analysis, current research, and a strong focus on strategy**. To reinforce the text's emphasis on technology, each new copy of the text can be packaged with SPSS software containing data sets--created by the authors--specifically related to examples and tutorials from the chapters on data analysis. The Second Edition features an appealing design and open layout, making an often challenging subject more engaging for students. Through current examples and cases, students gain an understanding of the role of marketing research in the business world. Pedagogical features give students a clear handle on what they need to focus on to be successful in the course. Chapter Objectives identify key concepts in the reading to follow, while Questions for Review and Discussion, Application Exercises, and Internet Exercises prompt students to complete a variety of tasks, allowing them to apply chapter concepts in meaningful ways.

[Marketing Research & SPSS 13.0 Student CD Pkg. \(5th Edition\)](#) by [Alvin C. Burns](#) and [Ronald F. Bush](#) (Dec 9, 2005)



List Price: \$203.00 Price: **\$162.79** & this item ships for **FREE with Super Saver Shipping**. [Details](#) You Save: \$40.21 (20%) [Special Offers Available](#)

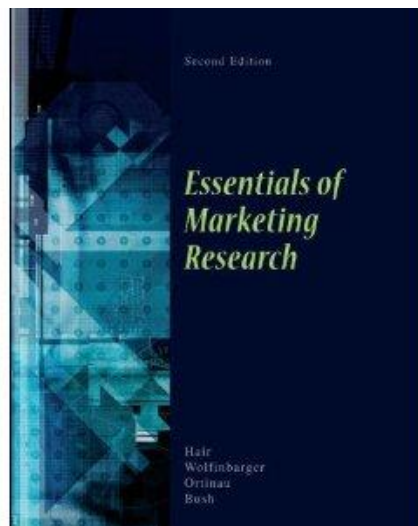
Product Description

Marketing Research is the global leader in marketing research because **it demonstrates how to use statistical tools in an intuitive manner**. This book addresses and provides information on the new industry certification program. **Each copy of the fifth edition includes a SPSS 13.0 CD** and annotated screen captures are thoroughly integrated within the text.



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[Essentials of Marketing Research by Jr., Joseph Hair, Mary Wolfinbarger, Robert Bush, and David Ortinau \(Nov 25, 2009\)](#)

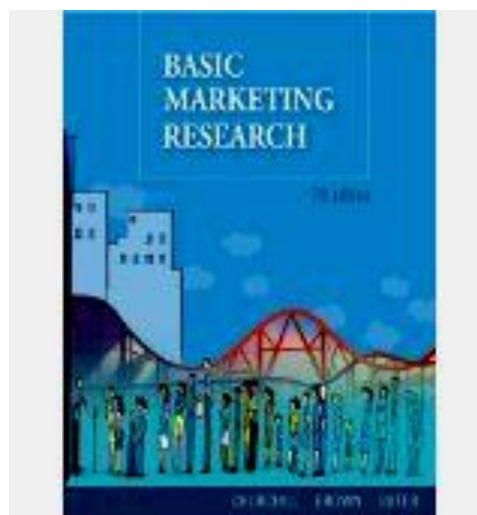


Price: **\$95.19** & this item ships for **FREE with Super Saver Shipping**. [Details](#) [Special Offers Available](#)

Product Description

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 students a strong command of market research principles, while being short enough to use alongside cases or projects.

[Basic Marketing Research \(with Qualtrics Printed Access Card\) by Gilbert A. Churchill, Tom J. Brown, and Tracy A. Suter \(Apr 22, 2009\)](#)





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List Price: \$210.95 **Price:** \$141.25 & this item ships for FREE with Super Saver Shipping. **Details You Save:** \$69.70 (33%) **Special Offers Available**

Product Description

Why is BASIC MARKETING RESEARCH the best-selling marketing textbook? Because it's written to your perspective as a student. Authors Churchill and Brown know that for a marketing textbook to be effective, students have to be able to understand it. And they've achieved that time and again. This edition is packed with the features that made it a best-seller in the first place, from study tools to updated content to an easy-to-read writing style. Plus, in this volume you'll learn more about how experts gather data and how to use it yourself to turn greater profits.

About the Author

A recognized leader in the field of marketing research, Gilbert A. Churchill, Jr., joined the University of Wisconsin faculty after receiving his D.B.A. from Indiana University in 1966. Professor Churchill was named Distinguished Marketing Educator by the American Marketing Association in 1986, the second individual so honored. This lifetime achievement award recognizes and honors a living marketing educator for distinguished service and outstanding contributions in the field of marketing education. Professor Churchill was also awarded the Academy of Marketing Science's lifetime achievement award in 1993 for his significant scholarly contributions. In 1996, he received a Paul D. Converse Award, which is given to the most influential marketing scholars, as judged by a national jury drawn from universities, businesses, and government. Also in 1996, the Marketing Research Group of the American Marketing Association established the Gilbert A. Churchill, Jr. Lifetime Achievement Award, which is awarded each year to an individual who has made significant contributions to marketing research. Dr. Churchill is a past recipient of the yearly William O'Dell Award for an outstanding article in the JOURNAL OF MARKETING RESEARCH. He has also been a finalist for the award five additional times. He is a co-author of the most and third-most influential articles of the past century in sales management, as judged by a panel of experts in the field. His articles have appeared in such publications as the JOURNAL OF MARKETING RESEARCH, JOURNAL OF MARKETING, JOURNAL OF CONSUMER RESEARCH, JOURNAL OF RETAILING, JOURNAL OF BUSINESS RESEARCH, **DECISION SCIENCES**, TECHNOMETRICS, and ORGANIZATIONAL BEHAVIOR AND HUMAN PERFORMANCE.

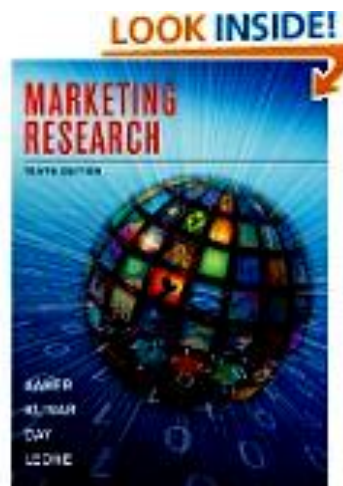
Tom J. Brown, received his Ph.D. from the University of Wisconsin-Madison in 1994. Prior to joining the marketing faculty at Oklahoma State University, he served on the faculty at Southern Methodist University. Professor Brown teaches marketing research and has supervised dozens of student research projects for industry clients ranging from not-for-profit service organizations to Fortune 500 companies. Professor Brown is a past recipient of the Sheth Foundation Best Paper Award in the Journal of the Academy of Marketing Science. In addition, he received a Richard D. Irwin Foundation Doctoral Dissertation Fellowship while at the University of Wisconsin, the Kenneth D. and Leitner Greiner Teaching Award and the Regents Distinguished Research Award, both at Oklahoma State University. Professor Brown's articles have appeared in such publications as the Journal of Marketing Research, the Journal of Marketing, the Journal of Consumer Research, the Journal of the Academy of Marketing Science, the Journal of Retailing, the Cornell Hotel and Restaurant Administration Quarterly, and the Journal of Service Research, among others. His research interests include services marketing and corporate branding and reputation. He has served on the editorial review boards of the Journal of the Academy of Marketing Science and Corporate Reputation Review and is cofounder of the Corporate Associations/Identity Research Group. He is currently a member of the Academic Council of the American Marketing Association.



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Tracy A. Suter received his Ph.D. from the University of Arkansas in 1997. Prior to joining the marketing faculty at Oklahoma State University, he served as a full-time faculty member at the University of Southern Mississippi. Professor Suter teaches a wide range of courses with emphasis on marketing research. Professor Suter research interests include public policy, the use of new technologies in marketing, and integrated marketing communications. He has published in journals such as the Journal of Business Research, Journal of Public Policy & Marketing, and Journal of Retailing. He also serves on two editorial review boards of academic journals and is a frequent reviewer for other journals and conferences. Professor Suter has received numerous awards for both research and teaching activities including the University of Arkansas Award for Excellence in Teaching, the Sherwin-Williams Distinguished Teaching Competition Award given by the Society for Marketing Advances, and the President's Outstanding Faculty Award at Oklahoma State University. Tracy is frequently asked to speak to doctoral students about teaching excellence and transitioning to becoming university faculty members.

[Marketing Research](#) by [David A. Aaker](#), V. Kumar, [George S. Day](#), and Robert Leone (Hardcover - Dec 21, 2009)



Price: \$144.38 this item ships for **FREE with Super Saver Shipping**. [Details Special Offers Available](#)

Product Description

Marketing Research offers the best approach toward communicating the intricacies of this field and its usefulness to the marketing organization. "Macro-micro-macro" in design, and fitting for students in the intermediate or advanced courses, this highly-regarded text focuses on market intelligence, strategy, theory, and application. The new tenth edition retains its coverage of the most advanced and current marketing research methodologies and points out their limitations, as well their potential for enhancing research results. It also brings to the forefront the relevance of marketing intelligence, the power of the Internet in marketing research applications, and much more.

From the Back Cover

What is bad marketing research? What are the research alternatives? How do you interpret and apply the results? These are just a few of the questions this classic text answers! The authors first show both practicing and future managers and researchers where marketing research fits into the organization and how it fuels decision-making. Then they detail each element of the process in a way that helps to develop



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sound decision-making skills. Finally, they spotlight how marketing research is effectively applied in today's businesses. Throughout, clear and current examples, applications, and illustrations bring the material into sharp focus! This exciting new edition features:

- A new focus on database marketing — one of many Emerging Applications of Marketing Research treated in depth in a new chapter
- A new chapter on one of the exciting and high-interest new trends in the market — Marketing Research on the Internet
- Coverage of the most recent developments in the field such as competitive advantage, brand equity, total quality management, **and customer satisfaction**.
- Thorough treatment of the most advanced and effective marketing research methodologies, including their limitations as well as their potential for enhancing research results

--This text refers to an out of print or unavailable edition of this title. [See all Editorial Reviews](#) 24 of 27 people found the following review helpful:

Ineffective presentation and weak on multivariable analysis, August 3, 2002 By A Customer **This review is from: [Marketing Research, 7th Edition \(Hardcover\)](#)**

I purchased this book (7th, ISBN=*405) as my first book on Marketing Research. However, this book is very disappointing; **multivariable analysis** sections are superficial in treatment. In particular, **the authors avoid math treatment once basic statistics sections are over**. I don't understand the techniques described in those **multivariable analysis** sections based on what's written in this book; I already have the understandings in some of the topics discussed in the book, so I know what I am talking about partly. Also the rest of non-statistical sections are very boring to read, and examples are in some cases not easy to relate to the material in the context directly.

What makes me most bored might be authors explaining trivial things like "Hospital is the place to go when you get sick... (Analogy) Considering the quality of this book in terms of depth, this book is way overpriced. I recommend the following books instead: Business Research Methods by Zikmund (much clear presentation on methodologies), and **Probability and Statistics by DeGroot (one of the best in these subjects)** for non-multivariable sections, and for multivariable sections, **Applied Multivariate Statistical Analysis by Wichern and Johnson (for math taste)**, and **Multivariate Data Analysis by Anderson, et al (for non-math taste)**. Also recommended is **Data Mining Practical Machine Learning Tools and Techniques with Java Implementations by Witten and Frank (for Data Mining programming)**. P.S. this 7th ISBN=*405 does not include CDROM.

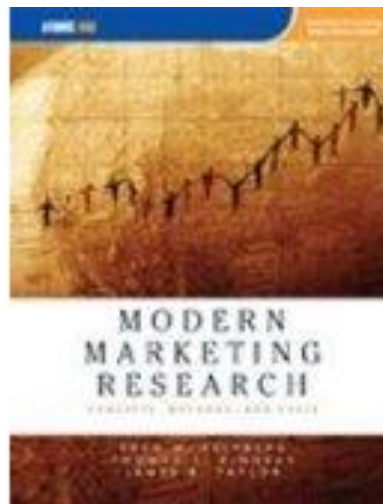
Help other customers find the most helpful reviews. Was this review helpful to you? [Yes](#) / [No](#)
[Report abuse](#) | [Permalink](#) [Comment](#) 6 of 6 people found the following review helpful: **Good overview but weak in substance**, July 7, 2002

By [John B Franklin](#) (Wayzata, MN United States) - [See all my reviews](#) **This review is from: [Marketing Research, 7th Edition \(Hardcover\)](#)** Considering that this book was written by the King of Marketing Research and Brand Management, Prof. David Aaker, I had expected more in a graduate-level textbook. However, the examples are simplistic, cases are weak, **and the section on statistical methods and analysis would be better omitted in favor of a statistics-specific textbook.**



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[Modern Marketing Research: Concepts, Methods, and Cases](#) by [Fred M. Feinberg](#), Thomas Kinnear, and James R. Taylor (Sep 19, 2007)



Price: \$138.95 & this item ships for **FREE** with **Super Saver Shipping**. [Details](#)

Product Description

Modern Marketing Research: Concepts, Methods and Cases is a comprehensive introduction to all the principal areas of marketing research practice. It treats marketing research design as an integrated process, and guides students through that process step-by-step using illustrative examples throughout. **The book provides a uniquely detailed treatment of the analytic methods developed in the last decade to make sense of complex marketing data, including standard multivariate methods (e.g., Factor, Cluster and Conjoint Analyses, MDS, Logit Brand Choice Methods) as well as state-of-the-art techniques like Hierarchical Bayes models, Heterogeneity and Sample Selection.** Over 40 up-to-date cases help illustrate how marketing research projects are conceptualized and carried out in the real world.

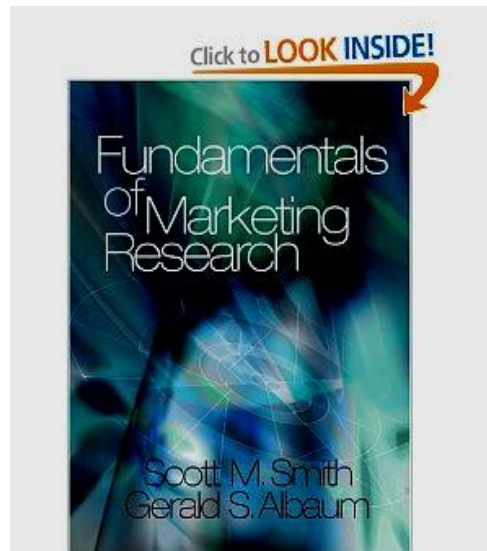
About the Author

FRED M. FEINBERG is Professor of Marketing at the Ross School of Business, University of Michigan. He holds undergraduate degrees in **Mathematics and Philosophy** from the Massachusetts Institute of Technology, did graduate work in **Mathematics at Cornell University**, and received a Ph.D. in Management from the MIT-Sloan School of Management. He was previously on the faculties of Duke University's Fuqua School of Business and the University of Toronto's Rodman School of Management. For the past two decades, he has taught project-oriented Marketing Research courses, on which much of this text is based, as well as Marketing Models **and Statistical Methods** for Management. His research concerns how people make choices in uncertain environments, particularly involving sequential choices among related items (such as brands in the same category), as well as models of advertising and consumer variety-seeking. He is Senior Editor for Marketing at Production and Operations Management and on the editorial boards of Marketing Science, Review of Marketing Science and Marketing Letters. In his spare time, he attempts to play classical piano music that will remain forever beyond his capabilities.



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[Fundamentals of Marketing Research](#) by Professor Scott M. Smith and Dr. Gerald S. Albaum (Hardcover -Oct 7, 2004)



Price: \$116.00 & this item ships for **FREE with Super Saver Shipping.** [Details](#)

Review

"I'm writing to say that I just came across your marketing research text, and think it is a great book. I feel that the standard texts "miss the mark", and I'm never willing to recommend one to my students. While I don't use a textbook in my teaching at London Business School, I will certainly be directing students to your book when they ask me about good marketing research references." (Bruce Hardie)

Product Description

Fundamentals of Marketing Research covers all facets of marketing research including method, technique, and analysis at all levels. **The methodological scope regarding research design, data collection techniques, and measurement is broad with three chapters devoted to the critical area of measurement and scaling.** The presentation is from primarily a pragmatic and user-oriented perspective which aids the student to evaluate the research presented to them. This text explores cutting-edge technologies and new horizons while ensuring students have a thorough grasp of research fundamentals.



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[Essentials of Marketing Research](#) by Jr., Joseph Hair, Mary Wolfenbarger, Robert Bush, and David Ortinau (Paperback -Nov 25, 2009)



Price: **\$95.62** & this item ships for **FREE with Super Saver Shipping**. [Details](#) [Special Offers Available](#)

Editorial Reviews

Essentials of Marketing Research concisely deliver 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 students a strong command of market research principles, while being short enough to use alongside cases or projects.

[Basic Marketing Research Using Microsoft Excel Data Analysis \(2nd Edition\)](#)
[\[Paperback\] Alvin C Burns And Ronald F. Bush](#)





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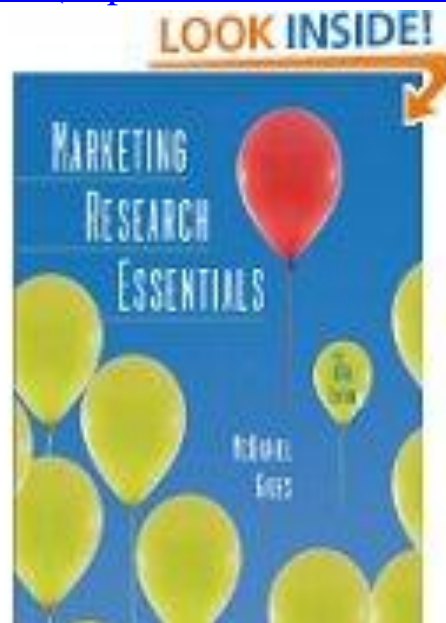
List Price: \$164.33 Price: \$118.63 & this item ships for FREE with Super Saver Shipping. Details
You Save: \$45.70 (28%) Special Offers Available

Product Description

This book is targeted for those who need to learn the marketing research process and **basic data analysis techniques**. This is the first book on the market that offers a software add-in (XL Data Analyst®) designed specifically to use the power of Excel for marketing research applications. XL Data Analyst ® also features data analysis output that is exceptionally easy to understand and in professional table/report-ready format. All marketing research concepts are presented simply and intuitively.

KEY TOPICS: 11 Step marketing research process; the industry; ethical issues, global applications. Basic descriptive statistics, confidence intervals and hypothesis testing, differences tests through one-way ANOVA, cross-tabulation/Chi-square, Pearson Correlation, and simple and multiple regression are all **comprehensively covered**. This is the ideal book for those who wish to teach basic marketing research to undergraduate students without learning cumbersome statistical analysis software but who have access to Excel™. The XL Data Analysis Add-in is easy to master and use and performs analyses such as tests of proportions and hypothesis tests for percentages, not typically available on standard statistical analysis software.

[Marketing Research Essentials, with SPSS by Carl McDaniel Jr. and Roger Gates \(Paperback - Dec 30, 2009\)](#)



Price: \$136.63 & this item ships for FREE with Super Saver Shipping. Details
Special Offers Available

Product Description

Filled with engaging, current examples drawn from the authors' ongoing involvement in the field, *Marketing Research Essentials* is a comprehensive text that teaches students how to become effective consumers of market research. The only book on the market co-authored by a full-time marketing



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researcher, McDaniel and Gates together bring their real-life, insider experiences from the industry to teach students how to make critical business decisions through the study of market research. **Recognizing that marketing research is much more than computing sample size, learning SPSS, or conducting a focus group, the text shares with students all they need in research design, data acquisition, and data analysis, with a fresh dose of reality that is unmatched.**

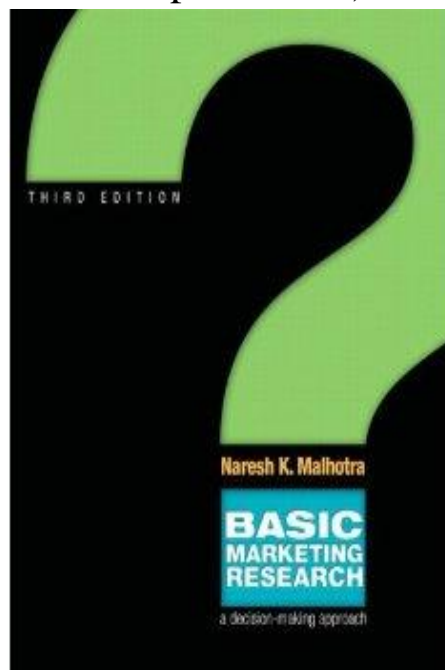
From the Back Cover

We Left in Everything That Makes It Hot. Spice up your research course with a dash of the best. *Marketing Research Essentials, 3rd Edition* keeps the hottest concepts, insights, basics, and examples from McDaniel and Gate's *Contemporary Marketing Research, 4th Edition*, making it ideal for adding research projects or outside materials to your class. As in the parent text, *Essentials* seamlessly integrates Internet and technology issues and methods - all while preserving the clarity and managerial approach for which McDaniel and Gates are known. Hot New Ingredients:

- A CD-ROM is included with each copy of *Essentials* and features Internet links, a **comprehensive case and data set**, a complete PowerPoint presentation with instructions for making Power Notes, ethical dilemma questions, cross-functional questions, and a video segment on Burke Marketing Research.
- Completely Revised and Updated Chapter on **"Secondary Data, Databases, the Internet, and Decision Support Systems"** reflects the latest market research technologies.
- Opening Vignettes, Examples, and Case Materials highlight global and domestic marketing research methods.

--This text refers to an out of print or unavailable edition of this title.

[Basic Marketing Research \(3rd Edition\)](#) by [Naresh K. Malhotra](#) (Hardcover - Sep 12, 2008)





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List Price: \$196.00 Price: \$143.90 & this item ships for FREE with Super Saver Shipping. Details You Save: \$52.10 (27%) Special Offers Available

Product Description

Focusing on the interaction between **marketing research decisions** and **marketing management decisions**, Malhotra offers a highly **contemporary** review that enables readers to **increase their SPSS and Excel skills**. The Early Phases of Marketing Research, Research Design Formulation, **Data Collection, Analysis, and Reporting**. A useful reference for marketing professionals who need to increase their market research skills.

From the Back Cover

WHEN STUDENTS SPEAK — WE LISTEN.

When they asked for an accessible undergraduate market research textbook that would help them succeed, we answered — with *Basic Marketing Research: Applications to Contemporary Issues*. This text was developed with those students in mind. Your students, the ones who want a practical and intelligible perspective on today's critical issues in market research. With current content and powerful learning tools, this text delivers exactly what your students are asking for:

- **Chapter-opening vignettes and questions** draw students into each new topic while setting up chapter concepts.
- **Chapter-opening diagrams** lay out the big picture. These diagrams illustrate the breakdown of each chapter, the relationships between topics from chapter to chapter, and the connection between the material and the market research process as a whole.
- **Real-life examples** show market research in action as managers use it to solve problems and to make decisions.
- **Brief, current cases and video cases** bring market research to life. Use them in class, as homework assignments, or on exams.
- **"Internet Applications"** illustrate the relationships between the Internet and each step of the marketing research process. "Internet and Computer Exercises" teach students to apply chapter concepts to real-world situations.
- **Simple acronyms** included throughout the text help students remember important concepts.
- **Data analysis procedures** are illustrated with respect to **SPSS, SAS, MINITAB, EXCEL, and other popular programs**.

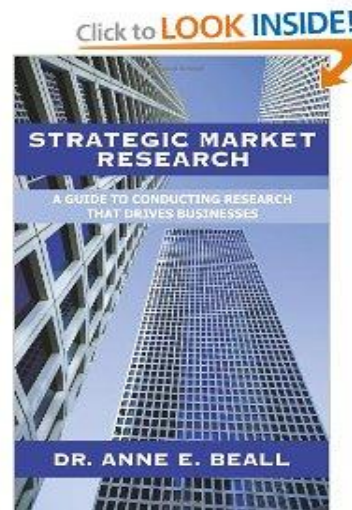
Put the power of real-world software into your students' hands with one of the most frequently used market research packages on the market! Packaged with every text. FINALLY — A MARKET RESEARCH TEXTBOOK WITH YOUR UNDERGRADUATE STUDENTS IN MIND! ACCESSIBLE. INTELLIGIBLE. STUDENT-FRIENDLY. BASIC MARKETING RESEARCH: APPLICATIONS TO CONTEMPORARY ISSUES--This text refers to an out of print or unavailable edition of this title.

[See all Editorial Reviews](#)



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[Strategic Market Research: A Guide to Conducting Research that Drives Businesses by Anne Beall \(Paperback - Nov 3, 2008\)](#)



Formats **Buy new** **New from** **Used from**
Paperback **\$153.74** **\$17.39**
Some formats eligible for FREE Super Saver Shipping.

Product Description

What determines whether market research makes a difference for an organization? The difference is the approach. Strategic market research is an approach that makes a large impact on the companies that use it. In *Strategic Market Research*, author Anne Beall shares her unique approach for conducting market research. With more than fifteen years experience of conducting market research, Beall details a set of strategic research principles she has developed. *Strategic Market Research* discusses: Identifying the strategic questions that will help a business Using the right research techniques to answer these questions Obtaining the level of depth required to have insight Reading the nonverbal communications of research respondents when doing qualitative work Identifying the emotional aspects of human behavior **Using statistical analyses to understand what drives markets Going beyond the data to interpret the results and make strategic recommendations. In addition to talking about qualitative as well as quantitative research,** *Strategic Market Research* provides real-life examples of how these concepts have been applied in businesses and non-profit organizations. Implementing the strategic approach from the beginning to the end of a project provides information that inspires and changes organizations.

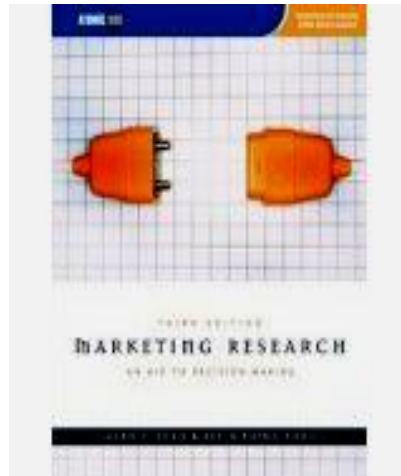
About the Author

Dr. Anne E. Beall is president of Beall Research & Training, Inc. and has held positions at The Boston Consulting Group and National Analysts. She specializes in conducting large-scale, complex strategic studies for Fortune 500 companies. Beall received her M.S., M.Phil. and Ph.D. degrees in social psychology from Yale University



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[Marketing Research: An Aid to Decision Making](#) by Alan Shao and Kevin Zhou (Paperback - Dec 11, 2006)



[List Price: \\$128.95 Price: \\$73.12 & this item ships for FREE with Super Saver Shipping. Details You Save: \\$55.83 \(43%\) Special Offers Available](#)

Review

Covers the essentials of marketing research, with solid illustrations, The Qualitative Research chapter is excellent, and the best I've seen. What I especially like about this text are the learning objectives at the beginning of each chapter. Text is well written and easy to read. --*This text refers to an out of print or unavailable edition of this title.*

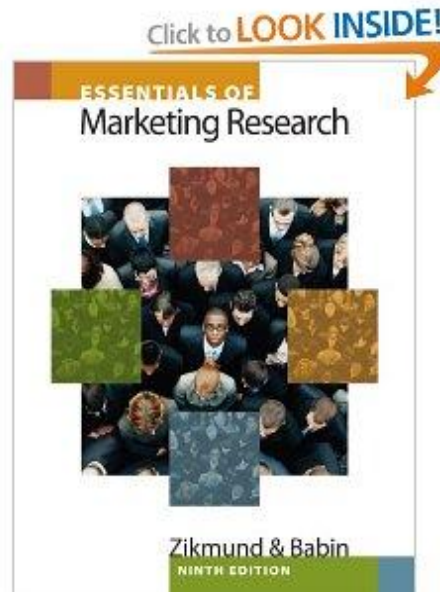
Product Description

We are confident that the new edition of Marketing Research: An Aid to Decision Making will dramatically improve students' knowledge of marketing research because practitioners, academicians, and past users of the text recommended many of the changes and new topics that we incorporated into this edition. The fact is, there have been numerous changes in the research industry and global marketplace that warrant special attention. When you consider how research organizations are consolidating, economies are growing worldwide, and competition is intensifying, there is a resounding plea for improved knowledge by decision-makers. [See all Editorial Reviews](#)



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[Essentials of Marketing Research \(with Qualtrics Card\)](#) by [William G. Zikmund](#) and Barry J. Babin (Paperback - Apr 20, 2009)



List Price: \$182.95 **Price:** \$144.43 & this item ships for **FREE with Super Saver Shipping**. [Details](#)
You Save: \$38.52 (21%) Editorial Reviews

Review

"An excellent text for first-time marketing research instructors who need a solid foundation for developing a new course prep. A sound text for experienced marketing research instructors who want something more than a 'basics' text but something less than the most comprehensive and challenging texts." *This text refers to an out of print or unavailable edition of this title*."

Product Description

Don't think of yourself as a student, think of yourself as a manager. ESSENTIALS OF MARKETING RESEARCH puts you in the driver's seat with the latest information on how to **harness the design, collection, analysis, and reporting of data** to enhance your company's profits. This is a perfect marketing textbook for acing the class and a dependable resource for the future.

By **A Customer** This review is from: [Essentials of Marketing Research \(The Dryden Press series in marketing\) \(Hardcover\)](#)

This first edition of Essentials of Marketing Research is written by Professor William G. Zikmund of Oklahoma State University, author of the best-selling **Exploring Marketing Research** (now in seventh edition) and **Business Research Methods** (now in sixth edition). Shorter than Exploring Marketing Research, it nevertheless presents a lively picture of contemporary marketing research. Its emphasis on practical applications gives business and marketing students a basic understanding of the scope of marketing research. The result is not a dry, technical and **analytical treatment of advanced data analysis or statistical techniques** but an accurate presentation of the "big picture" of marketing research as a dynamic, creative and enjoyable pursuit.