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Marko Sarstedt
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A Concise Guide to Market Research

The Process, Data, and Methods
Using IBM SPSS Statistics

Second Edition

 Springer

Concise Guide To Market Research

Marko Sarstedt,Erik Mooi

Concise Guide To Market Research:

A Concise Guide to Market Research Erik Mooi, Marko Sarstedt, 2011-02-01 This accessible practice oriented and compact text provides a hands on introduction to the principles of market research. Using the market research process as a framework the authors explain how to collect and describe the necessary data and present the most important and frequently used quantitative analysis techniques such as ANOVA regression analysis factor analysis and cluster analysis. An explanation is provided of the theoretical choices a market researcher has to make with regard to each technique as well as how these are translated into actions in IBM SPSS Statistics. This includes a discussion of what the outputs mean and how they should be interpreted from a market research perspective. Each chapter concludes with a case study that illustrates the process based on real world data. A comprehensive web appendix includes additional analysis techniques datasets video files and case studies. Several mobile tags in the text allow readers to quickly browse related web content using a mobile device.

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A Concise Guide to Market Research Marko Sarstedt, Erik Mooi, 2014-08-07 This accessible practice oriented and compact text provides a hands on introduction to market research. Using the market research process as a framework it explains how to collect and describe data and presents the most important and frequently used quantitative analysis techniques such as ANOVA regression analysis factor analysis and cluster analysis. The book describes the theoretical choices

a market researcher has to make with regard to each technique discusses how these are converted into actions in IBM SPSS version 22 and how to interpret the output Each chapter concludes with a case study that illustrates the process using real world data A comprehensive Web appendix includes additional analysis techniques datasets video files and case studies Tags in the text allow readers to quickly access Web content with their mobile device The new edition features Stronger emphasis on the gathering and analysis of secondary data e g internet and social networking data New material on data description e g outlier detection and missing value analysis Improved use of educational elements such as learning objectives keywords self assessment tests case studies and much more Streamlined and simplified coverage of the data analysis techniques with more rules of thumb Uses IBM SPSS version 22

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