



THE HANDBOOK OF **MARKETING** **RESEARCH**

*Uses,
Misuses,
and
Future
Advances*



EDITED BY
RAJIV GROVER
MARCO VRIENS



Handbook Of Marketing Research

**European Society for Opinion and
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The Handbook of Marketing Research Rajiv Grover,Marco Vriens,2006-06-23 The Handbook of Marketing Research Uses Misuses and Future Advances comprehensively explores the approaches for delivering market insights for fact based decision making in a market oriented firm Divided into four parts the Handbook addresses 1 the different nuances of delivering insights 2 quantitative qualitative and online data gathering techniques 3 basic and advanced data analysis methods and 4 the substantial marketing issues that clients are interested in resolving through marketing research

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Research, 1974 **Handbook of Marketing Decision Models** Berend Wierenga, 2008-09-05 Marketing models is a core component of the marketing discipline The recent developments in marketing models have been incredibly fast with information technology e g the Internet online marketing e commerce and customer relationship management CRM creating radical changes in the way companies interact with their customers This has created completely new breeds of marketing models but major progress has also taken place in existing types of marketing models Handbook of Marketing Decision Models presents the state of the art in marketing decision models The book deals with new modeling areas such as customer relationship management customer value and online marketing as well as recent developments in other advertising sales promotions sales management and competition are dealt with New developments are in consumer decision models models for return on marketing marketing management support systems and in special techniques such as time series and neural nets **Marketing research in Europe : handbook** European Society for Opinion and Marketing Research, 1972

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