



# Marketing Research Essentials, with SPSS

*Carl McDaniel Jr., Roger Gates*

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\*Real-World Orientation. Throughout the text, Cases, Chapter-Opening Vignettes, Marketing Research War Stories, and Ethical Dilemmas connect the materials to the real world of marketing research, as it's practiced in today's top firms.

\*Focus on the research user - continues to present marketing research through the eyes of a manager using, or purchasing marketing research information.

\*Chapter-Opening Vignettes discuss prominent companies/products.

\*Marketing Research Across the Organization features present a series of questions and scenarios that require students to consider the impact of marketing research on basic business activities related to finance, production, human resources, and so forth.

\*Real-life Ethical Dilemmas - such as protecting the anonymity of children online and allowing researchers to interview children at school for cash.

\*Marketing research War Stories - short, amusing anecdotes about the trials and tribulations of conducting marketing research.

\* SPSS Exercises - at the end of the quantitative chapters give students easy to follow, hands-on experience with this professional level statistical package.

\* The latest version of SPSS is included in every new copy of the text.

\* Perseus WebResearcher - a tool (an optional component) for Internet survey creation and the ability to host surveys created on the Perseus website.

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