

**Marketing Research:  
Within a Changing  
Information Environment  
(Mcgraw-Hill/Irwin Series  
in Marketing)**

**Hair, Joseph F.**

**Note: This is not the actual book cover**

# Marketing Research Within A Changing Information Environment

**Jan Wiid, Colin Diggines**

## **Marketing Research Within A Changing Information Environment:**

*Marketing Research* Joseph F. Hair, Robert P. Bush, David J. Ortinau, 2003      *Marketing Research* Joseph F. Hair, Robert P. Bush, David J. Ortinau, 2006 Marketing Research 3 e takes an application oriented approach providing students with the tools and skills necessary to solve business problems and exploit business opportunities This book is unique from any other in the market in three significant ways First it provides a greater balance between primary and secondary information and the techniques and methods that underpin these two important types of data Second it offers in depth coverage of the critical research tools and skills that will be required of today and tomorrow s marketing researchers and business decision makers Third with its in depth coverage of secondary research the practice of customer based management is highlighted as this book helps students see what real companies are doing for their marketing research This book provides students a realistic and current view of the practice and importance of marketing research in the business world

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