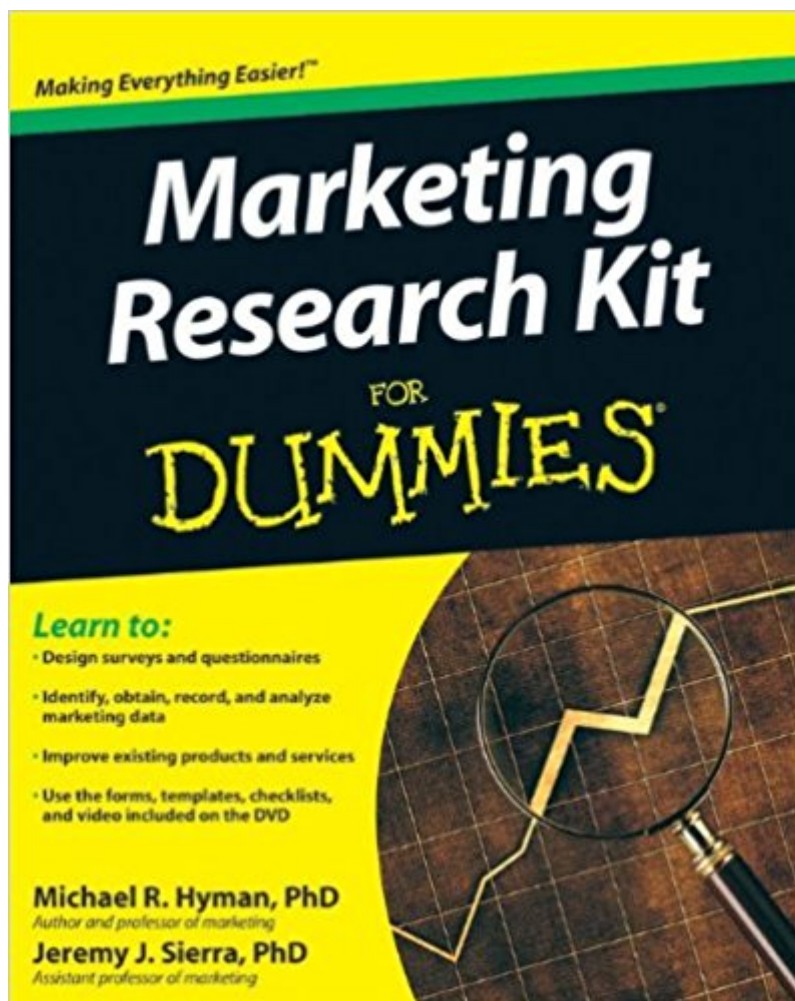


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# Marketing Research Kit For Dummies



## Synopsis

The tools you need to identify, obtain, record, and analyze data Sure, access to data is faster and easier to obtain than ever before, but how do you cut through the clutter of information to find what's most useful and organize it to suit your purposes? *Marketing Research Kit For Dummies* supplies a brimming box of tools that help you mine mountains of data, find the sources you need, and focus your marketing plan. Whether you're an entrepreneur, a small business owner, or a marketer in a large organization, this powerful resource and companion CD provide you with hands-on tools you need to identify, obtain, record, and analyze secondary, data-electronic and print-for developing or revising a marketing plan, launching a new product or service, or implementing long-term strategic planning. It also offers clear, in-depth instructions and customizable forms for conducting your own primary research. Includes complete instructions for writing a research plan, conducting depth interviews, and focus groups Fully explains the process of sampling, analyzing data, and reporting results Features tips on developing questionnaires for face-to-face, Internet, and postal surveys Helps you keep an eye on your competition and analyze their results When money is tight and everything is on the line, you need to make sure you've done your homework. You need *Marketing Research Kit For Dummies*. Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file.

## Book Information

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## Customer Reviews

Your hands-on guide to getting and putting marketing data to work When money is tight and everything is on the line, you need to make sure you've done your homework. You need *Marketing Research Kit For Dummies*. Whether you're an entrepreneur, a small business owner, or a marketer

in a large organization, this powerful resource provides you with the hands-on tools you need to identify, obtain, record, and analyze marketing data. Make better business decisions

- get the lowdown on marketing research and learn what it can do for you to start making better business decisions today
- Survey your way to success
- find out how different types of surveys can (and can't) work for you and get do's and don'ts for the best ways to conduct them
- It's a method (not madness!)
- discover how secondary data (like online sources and sites with links to multiple sources) can be used in your marketing research
- Analyze this
- get the tools and information you need to collect, analyze, and report your data

Bonus DVD Includes

- Sample questionnaires, checklists, focus group scripts, and research reports
- Videos of a complete focus group session and a results presentation
- Excel-based tools and a step-by-step guide to various data-analysis methods

See the DVD appendix for details and complete system requirements. Open the book and find:

- How marketing research can (and can't) help you
- Questions to ask when gathering data
- Strategies for analyzing results
- When to call in outside expertise
- The strengths and weaknesses of surveys
- Tips for avoiding errors in survey research
- Examples of good (and bad) research questions
- Guidelines for setting up your own data analysis

Learn to:

- Design surveys and questionnaires
- Identify, obtain, record, and analyze marketing data
- Improve existing products and services
- Use the forms, templates, checklists, and video included on the DVD

Michael R. Hyman, PhD, is a Stan Fulton Chair and professor of marketing, the author of more than 100 published scholarly papers, and current member of nine journal editorial review boards. Jeremy J. Sierra, PhD, is an assistant professor of marketing with a teaching interest in sports marketing and marketing research.

I could find pretty much everything in this book on Google, so it was kind of a waste of money. If you do buy it, make sure you get the hard copy. I realized too late that maybe the only useful thing this book has to offer is on the accompanying CD (using Excel for some basic analysis), but I bought the ebook and was past my return window.

Great book that gives you a lot of tools. I bought the book as well as the ebook. Hyman is thorough, while also understanding of the wide range (of ability) of readers in his audience. He gives a lot of tools that can directly help you on your marketing research journey. I teach this course at a college and several of the students bought this and found it useful.

Hyman has done his homework and put together a solid framework for market research. If you're looking for a method that you can follow and obtain quality data for marketing decisions then this is a great place to start.

excellent intro to the essential basics of marketing research - well worth the purchase price. Especially useful for me were the definitions and descriptions of statistical analyses used in MR.

Knowing what to do and how and when is definitely the best business insight you can have. This book summarizes the techniques and surveys needed to successfully craft and execute a marketing research plan. Thanks, worked well!

This book gives you a very good overview of the field (very good for individuals who want to learn a lot about this exciting field).

There are 3 kinds of market research problems: Low uncertainty problems where you can ask people questions and they can tell you their wants and their needs, Medium uncertainty problems where you can ask people questions and they can tell you what they want, and then there are high uncertainty problems where you can ask people questions and they ask you back "why are you asking me this." **MARKETING RESEARCH KIT FOR DUMMIES** is the tool kit for the low uncertainty set of problems. Problems where you have measures of variability, where you know what the key properties are. Where you know what you are looking for in quantitative or near quantitative terms. It has the whole schmear of the academic tools and they are explained in plain English. This is a great guide for people who are looking to understand the Greek (literally) in the statistics used by their employees, research suppliers, or staff gurus. The normal consumer behaviorist crushing load of "you are stupid and I am smart" that is seen around numbers in marketing, is totally absent. For people who are into high uncertainty research: new to the world software, new to the world business models over the internet, this is not your book. You need to buy Steve Blank's **4 STEPS TO THE EPIPHANY** [...] and get your fingers over to the Lean Startup Circle on Google Groups [...] and search for the word "pivot." Pivot is what you do to your business idea after you've got a **REAL PRODUCT**, that you show to **REAL CUSTOMERS**, in a **REAL CONTEXT**, and they tell you your product is not worth buying. That is, when you have a high uncertainty product, you need to prototype your ideas. Steve Blank is the guru of this, and a lightning rod around which lots of great

people and thoughts are coalescing. If you are doing normal research in a normal consumer packaged goods business and you need help understanding what the heck "normal" means. Hyman's book is what you want. Enjoy! bill meade

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