Brief Contents

Part 1 The Role and Value of Marketing	
Research Information	
	1
1 Marketing Research for Managerial	
Decision Making	2
2 The Marketing Research Process and Proposal	s 26
Part 2 Designing the Marketing Research	ch
Project	49
3 Secondary Data, Literature Reviews, and	
Hypotheses	50
4 Exploratory and Observational Research	
Designs and Data Collection Approaches	76
5 Descriptive and Causal Research Designs	112
Part 3 Gathering and Collecting	
Accurate Data	141
6 Sampling: Theory and Methods	142
7 Measurement and Scaling	166
8 Designing the Questionnaire	200
	200
Part 4 Data Preparation, Analysis,	
and Reporting the Results	233
9 Qualitative Data Analysis	234
10 Preparing Data for Quantitative Analysis	258
11 Basic Data Analysis for Quantitative Research	284
12 Examining Relationships in Quantitative	
Research	330
13 Communicating Marketing Research Findings	368
Glossary	395
Endnotes	413
Name Index	419
Subject Index	420