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Market Research in Practice: An Introduction to Gaining Greater Market Insight

By Matthew Harrison, Julia Cupman, Oliver Truman, Paul N Hague



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Market research has never been more important. As organizations become increasingly sophisticated, the need to profile customers, deliver customer satisfaction, target certain audiences, develop their brands, optimize prices and more has grown. Lively and accessible, ***Market Research in Practice*** is a practical introduction to market research tools, approaches and issues. Providing a clear, step-by-step guide to the whole process - from planning and executing a project through to analysing and presenting the findings - it explains how to use tools and methods effectively to obtain reliable results.

This fully updated third edition of ***Market Research in Practice*** has been revised to reflect the most recent trends in the industry. Ten new chapters cover topical issues such as ethics in market research and qualitative and quantitative research, plus key concepts such as international research, how to design and scope a survey, how to create a questionnaire, how to choose a sample and how to carry out interviews are covered in detail. Tips, and advice from the authors' own extensive experiences are included throughout to ground the concepts in business reality. Accompanied by a range of online tools, templates, surveys and guides, this is an invaluable guide for students of research methods, researchers, marketers and users of market research.



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Editorial Review

Review

"An ideal textbook for college and university Business Management and Market Research curriculums, *Market Research in Practice: An Introduction to Gaining Greater Market Insight* will prove to be of immense and practical value to both aspiring and practicing corporate marketing directors and researchers. An absolutely essential addition to academic and corporate Business & Marketing instructional reference collections."

(Reviewer's Bookwatch, Buhle's Bookshelf *Midwest Book Review*)

"A really practical, down-to-earth book with clearly laid out examples and illustrations. The use of real-life scenarios helps to de-mystify the world of research through logical steps."

(Carol Sheppard, Customer Experience Research Manager *Molson Coors*)

"If you are new to market research then this should be your bible. If you hate guessing what your customers are thinking, then this should be your road map. And if you are a marketer, young or old, then this masterly reference piece will serve as a timely reminder that the most effective marketing is still about thinking and planning."

(John Dodds, Global Director Brand and Marketing Communications *Excellence Air Products*)

"[A] practical guide to the basics of marketing research. Filled with real-world applications and important details, the book presents a step-by-step approach to conducting primary research, from planning a project through execution, analysis, and presentation of findings. The guide not only outlines the fundamental steps, but reviews the complete ten-week market research cycle. ...Liberal use of examples and a variety of graphics peppered throughout enhance readability. Undergraduate business students or MBA students with little prior exposure to the area will find this book very helpful."

(S.D. Clark, St. John's University *Choice*)

"A practical introduction to market research for students and for people who want to carry out or manage their own surveys."

(*Journal of Economic Literature*)

"Accessible and attractively presented with a good structure built on years of first-hand experience. Provides insights with clear tips for success throughout." (John Pal, Senior Lecturer in Retailing *Manchester Business School*)

"The world of market research is constantly evolving with new methods and technologies. It's important to have a resource that you trust to remind you of the foundations of research-done-well. A valuable tool for insights professionals of all types, this is the book that I use with my team, whether we're searching for new inspiration or just want to go back to basics."

(Rebecca Cunningham, Senior Market Research Manager *Stanley Black & Decker, Inc.*)

"Any B2B marketer who is looking to increase awareness of their own market, or even those using market research to investigate new areas, will benefit from this book."

(Charlie King, Kelso Consulting *B2B Marketing*)

"A nice job of explaining the whole process of research, from the initial inkling of the need to do research through reporting the results."

(*Quirk's Marketing Research Review*)

"Easy to read, easy to understand ... a book to have, not only for students, but definitely also for business people."

(Jeroen Beukeboom, MBA, Senior Business Development Analyst *AkzoNobel Industrial Coatings*)

"A great book for those who will come into contact with research at any level and are interested in the methods used or are looking for new ideas to broaden their own forms of research."

(*Professional Marketing*)

"We are reminded of the scope of issues that market research helps us with and how exciting market research can be. Grounded in the realities of the product lifecycle along with the core strategic decisions (about products and markets) and management decisions (about the marketing mix) that are made in marketing, this is a very useful explanation and guide to using and undertaking market research.

Whether you are interested in understanding markets, customers, the offer or positioning, this book offers accessible explanations of methods and applications. With top tips and helpful summaries, this is an excellent handbook for all those seeking to implement data collection and use market research information. It will help those commissioning or undertaking market research to plan to get the best from each project. This book will be useful to those interested in information-based decisions – practitioners and students of management in both the public and private sectors. The book covers both secondary and primary data it encompasses our move to interest in big data as well as making the most of small-sample qualitative studies. In this context, it puts sampling into context and gives insight into the appreciation of validity. The section on analysis suggests practical approaches to presenting results based on descriptive outcomes and multivariate analysis to understand market segmentation.

The book clearly draws on a wealth of experience; it is credible and understandable, and I would recommend it to anyone undertaking marketing information gathering."

(Prof Gill Wright, Chair of Strategic Marketing *Manchester Metropolitan University*)

About the Author

All the authors are associated with B2B International, one of the world's leading business-to-business market research specialist agencies. **Matthew Harrison** set up and ran the company's offices in Beijing and New York and is now a Director. **Julia Cupman** is Global Director and runs the US office in New York. **Oliver Truman** is a Director responsible for technical development. **Paul Hague** is Managing Director; his clients have included some of the largest corporations in Europe and the United States. He is also co-author of the previous edition of *Market Research in Practice* (Kogan Page).

Users Review

From reader reviews:

Jacob Roberts:

Do you have favorite book? Should you have, what is your favorite's book? Reserve is very important thing

for us to be aware of everything in the world. Each e-book has different aim as well as goal; it means that publication has different type. Some people truly feel enjoy to spend their time for you to read a book. They can be reading whatever they take because their hobby is actually reading a book. Why not the person who don't like looking at a book? Sometime, particular person feel need book if they found difficult problem or even exercise. Well, probably you should have this Market Research in Practice: An Introduction to Gaining Greater Market Insight.

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