



Marketing Research: Tools and Techniques

Nigel Bradley

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Building on the success of the previous editions, the third edition of Marketing Research: Tools and Techniques provides an accessible and engaging insight into marketing research. Based on the concept of the Marketing Research Mix, the text is organized around the core themes of research preparation, data collection, analysis and communication of findings, and how skills and techniques are used in different research contexts. The author adopts a sound balance between theory and practice and demonstrates how marketing concepts can be carried out in reality, and which methods are most appropriate for particular types of research.

The new edition has been fully revised to reflect the wealth of digital developments and contains new case studies on renowned commercial brands such as BMW, Google, McDonalds, Whiskas, Tesco, The National Student Survey (NSS), Eurobarometer and BMI Healthcare. Supported by a full range of pedagogical features, the author enables students to understand the issues involved in carrying out research and the potential pitfalls to be aware of, thereby ensuring a clear understanding of the overall subject.

The book is accompanied by a comprehensive Online Resource Centre which offers the following resources for students and lecturers:

For students:

Multiple choice questions

Questionnaire wizard

Online version of Market Researcher's Toolbox

Link to clips of author summarising contents of each chapter on YouTube

Web links

For registered adopters of the text:

PowerPoint presentation

Illustrations from the book

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