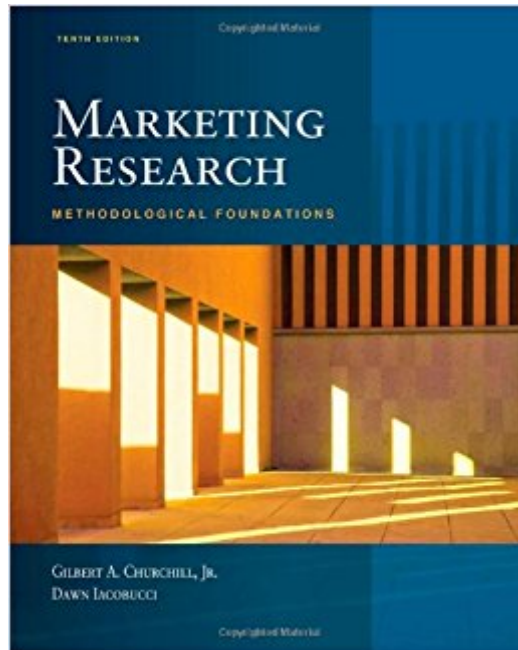


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# Marketing Research: Methodological Foundations (with Qualtrics Card)



## Synopsis

Expect superior, balanced coverage of both qualitative and quantitative marketing research with this market-leading text from respected marketing authorities Dr. Dawn Iacobucci and Dr. Gilbert Churchill. Recognized as the classic authority for today's marketing research, **MARKETING RESEARCH: METHODOLOGICAL FOUNDATIONS**, Tenth Edition, ensures the reader develops a strong conceptual as well as practical understanding of marketing research as it's practiced today. The book's thorough coverage of the six stages of the research process provides a solid marketing research framework while addressing topics and tools of emerging importance. New Qualtrics research activities and coverage of SPSS 17 offer first-hand practice with some of the most popular online survey tools used in business today. With its proven applications, clear presentation, and variety of timely cases, **MARKETING RESEARCH: METHODOLOGICAL FOUNDATIONS**, Tenth Edition, serves as an exceptional learning tool for today's learners and as an invaluable reference tool for professionals throughout their careers.

## Book Information

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## Customer Reviews

Dawn Iacobucci is the Bronson Ingram Professor of Marketing at the Owen Graduate School of Management, Vanderbilt University (since 2007). She has been Senior Associate Dean at Vanderbilt (2008-2010) and Professor of Marketing at Kellogg (Northwestern University, 1987-2004), University of Arizona (2001-2002), and Wharton (University of Pennsylvania, 2004-2007). She received her MS in statistics, and MA and PhD in quantitative psychology from the University of Illinois at Urbana-Champaign and her MTS from Garrett Theological Seminary. Dr.

Iacobucci's research focuses on modeling dyadic interactions and social networks, customer satisfaction and service quality, and multivariate and methodological research questions. She has published in the Journal of Marketing, the Journal of Marketing Research, Harvard Business Review, the Journal of Consumer Psychology, the International Journal of Research in Marketing, Marketing Science, the Journal of Service Research, Psychometrika, Psychological Bulletin, and Social Networks. A recognized leader in the field of marketing research, Gilbert A. Churchill, Jr., joined the University of Wisconsin faculty after receiving his D.B.A. from Indiana University in 1966. Professor Churchill was named Distinguished Marketing Educator by the American Marketing Association in 1986, the second individual so honored. This lifetime achievement award recognizes and honors a living marketing educator for distinguished service and outstanding contributions in the field of marketing education. Professor Churchill was also awarded the Academy of Marketing Science's lifetime achievement award in 1993 for his significant scholarly contributions. In 1996, he received a Paul D. Converse Award, which is given to the most influential marketing scholars, as judged by a national jury drawn from universities, businesses, and government. Also in 1996, the Marketing Research Group of the American Marketing Association established the Gilbert A. Churchill, Jr. Lifetime Achievement Award, which is awarded each year to an individual who has made significant contributions to marketing research. Dr. Churchill is a past recipient of the yearly William O'Dell Award for an outstanding article in the JOURNAL OF MARKETING RESEARCH. He has also been a finalist for the award five additional times. He is a co-author of the most and third-most influential articles of the past century in sales management, as judged by a panel of experts in the field. His articles have appeared in such publications as the JOURNAL OF MARKETING RESEARCH, JOURNAL OF MARKETING, JOURNAL OF CONSUMER RESEARCH, JOURNAL OF RETAILING, JOURNAL OF BUSINESS RESEARCH, DECISION SCIENCES, TECHNOMETRICS, and ORGANIZATIONAL BEHAVIOR AND HUMAN PERFORMANCE.

Marketing Research: Methodological Foundations Great book! very detailed and easy to understand

Book was needed and it showed up when needed.

This is a great textbook. I used this for an MBA course and it is very concise and informative. The book clearly and accurately describes the marketing research process and details how firms can use marketing research to gain a competitive advantage.

This was the correct book I needed for my class and it had everything I needed. It wasn't the version the professor wanted but still had all of the material.

Using this for an MBA course. It's an easy read if you've taken other marketing courses and/or stats, but still a good book if you're passionate about marketing and/or business.

Was in good condition thanks

Overall, everything was okay.

Prompt delivery service and the second hand is still in a very good quality. Worth it.

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