

## ***MSRA RECOMMENDED READING***

<b>Title</b>	Marketing Research
<b>Author</b>	Donald R. Cooper & Pamela S. Schindler
<b>Publisher</b>	Mc Graw- Hill/Irwin
<b>Overview of book</b>	The book provides the link between research and actual business decision making. While utilizing real life illustrations and references in each topic, the reader gets exposed to the stimulating, challenging and fascinating world of research supported marketing decisions.
<b>Target Readers</b>	<ul style="list-style-type: none"> <li>• Market researchers at all levels will find this book a valued reference</li> </ul>
<b>Contents</b>	<p>The topics covered in this book are as follows;</p> <ul style="list-style-type: none"> <li>• <b>Research in Marketing</b> <ul style="list-style-type: none"> <li>○ Role of research in marketing</li> <li>○ Marketing research industry</li> <li>○ Thinking like a researcher</li> <li>○ The marketing research process</li> <li>○ Clarifying the research question through secondary data and exploration</li> <li>○ Marketing research request and proposal process</li> <li>○ Ethics in market research</li> </ul> </li> <li>• <b>The design of marketing research</b> <ul style="list-style-type: none"> <li>○ Research design</li> <li>○ Qualitative research</li> <li>○ Observation studies</li> <li>○ Surveys and interviews</li> <li>○ Experiments and test markets</li> </ul> </li> <li>• <b>The sources of collection of data</b> <ul style="list-style-type: none"> <li>○ Measurement</li> <li>○ Measurement scales</li> <li>○ Questionnaires and instruments</li> <li>○ Basic sampling concepts</li> <li>○ Determining sample size</li> </ul> </li> <li>• <b>Analysis and presentation of data</b> <ul style="list-style-type: none"> <li>○ Data preparation and description</li> <li>○ Exploring, displaying and examining data</li> <li>○ Hypothesis testing</li> <li>○ Measures in associations</li> <li>○ Multivariate analysis</li> <li>○ Presenting insights and findings</li> </ul> </li> </ul> <p>This text is accompanied by a DVD that contains supplemental texts in the topics covered</p>