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real world orientation throughout the text cases chapter opening vignettes marketing research war stories and ethical dilemmas connect the materials to the real world of marketing research as it s practiced in today s top firms focus on the research user continues to present marketing research through the eyes of a manager using or purchasing marketing research information chapter opening vignettes discuss prominent companies products marketing research across the organization features present a series of questions and scenarios that require students to consider the impact of marketing research on basic business activities related to finance production human resources and so forth real life ethical dilemmas such as protecting the anonymity of children online and allowing researchers to interview children at school for cash marketing research war stories short amusing anecdotes about the trials and tribulations of conducting marketing research spss exercises at the end of the quantitative chapters give students easy to follow hands on experience with this professional level statistical package the latest version of spss is included in every new copy of the text perseus webresearcher a tool an optional component for internet survey creation and the ability to host surveys created on the perseus website

in marketing research essentials 9th edition authors carl mcdaniel and roger gates share their industry experience to teach students how to make critical business decisions through the study of market research designed for marketing research courses the authors practical applications based approach features real data real people and real research to prepare students to conduct and use market research for future careers in business co author roger gates president of dss research infuses the text with a practitioner perspective helping students learn how to use marketing research through a practical presentation of theory and practice

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mcdaniel and gates stand out from the crowd when it comes to putting you on the frontlines of the marketing research industry mcdaniel and gates stand out from the crowd these authors deliver the hottest trends insights and advances in the field with a focus on how marketing research is practiced today based on their successful marketing research 6th edition this paperback text offers the same user oriented real world focus and cutting edge content in a more streamlined format authors wired to the marketing research industry unlike many other marketing research texts marketing research essentials provides a real world view of the field from authors who are industry insiders together they bring more than 40 years of marketing research experience to this edition a strong focus on how to use research mcdaniel and gates focus on using and analyzing market research results rather than actually doing the market research real world perspective throughout the text the authors inject a healthy dose of reality into the discussion including intriguing examples of how real companies use marketing research and war stories from the frontlines of the field new learning tools put you in the know new chapter opening visual checklists and chapter ending visual summaries help reinforce your understanding of the material includes the student version of spss 13 in addition new spss exercises at the end of the quantitative chapters give you hands on experience data sets for the software are available on the companion website at wiley.com/college/mcdaniel

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space politics and policy an evolutionary perspective provides a comprehensive survey of space policy this book is organized around two themes space policy is evolutionary in that it has responded to dramatic political events such as the launching of sputnik and the cold war and has undergone dynamic and evolutionary policy changes over the course of the space age space policy is an integral part of and interacts with public policy processes in the united states and abroad the book analyzes space policy at several levels including historical context political actors and institutions political processes and policy outcomes it examines the symbiotic relationships between policy technology and science provides a review and synthesis of the existing body of knowledge in space policy and identifies space policy trends and developments from the beginnings of the space age through the current era of the twenty first century

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