

# PREFACE

The motivation in writing this book was to provide a marketing research text that is comprehensive, practical, applied, managerial, and presents a balanced coverage of both qualitative and quantitative material. This book is written from the perspective of a marketing research user. It reflects the current trends in international marketing, marketing research and social media, mobile marketing research, ethics, and the integration of the Internet and computers, as well as a focus on the practice of marketing research by featuring a variety of marketing companies and marketing research organizations. Several unique features in terms of the content and presentation of the material make it distinctive.

The response to the first six editions has been truly gratifying with more than 144 universities adopting the book in the United States. The book has been translated into eight languages: Chinese, Russian, Spanish, Portuguese, French, Hungarian, Bahasa Indonesia, and Japanese. Thus, it is one of the most translated textbooks. Moreover, several English editions have been published, including North American, International, European, Arab, Indian, and Australian. I want to express my sincere thanks and appreciation to all the professors and students who have contributed to the success of the book as adopters, users, reviewers, and providers of valuable feedback and encouragement. The seventh edition attempts to build on this success to make the book even more current, contemporary, illustrative, and sensitive to user needs.

## AUDIENCE

The book is suitable for use in graduate and upper-level undergraduate courses in marketing research and data analysis. This positioning is confirmed by the response to the first six editions that includes adoptions at these levels. However, my books, *Basic Marketing Research: Integration of Social Media*, Fourth Edition, and *Essentials of Marketing Research: A Hands-On Orientation* are more suitable for use in mainstream and lower-level undergraduate courses. The coverage of *Marketing Research: An Applied Orientation* is comprehensive and the material is presented in a manner that is easy to read and understand. Each chapter has several diagrams, tables, pictures, illustrations, and examples that explain the basic concepts. There are extensive exercises (questions and problems), Internet and computer exercises, and activities (role playing, fieldwork, and group discussion). Not only is the book suitable for use in courses on marketing

research, but it can also be effectively used in courses on marketing data analysis. All the commonly used univariate and multivariate data analysis techniques are discussed extensively but simply and illustrated with manageable datasets that are presented in the book and enclosed as data files. Several cases with real (actual) data sets and questionnaires have been added to the seventh edition.

## INSTRUCTOR'S MANUAL

I have personally written the Instructor's Manual so that it is very closely tied to the text. Chapter notes are provided for each chapter that contain chapter objectives, author's notes, key terms and concepts, chapter outline, teaching suggestions, and answers to all end-of-chapter exercises (questions and problems), Internet and computer exercises, and activities (role playing, field work, and group discussion). The outline could be used as a vehicle for structuring the material to be presented in the class. The teaching suggestions are extensive and complete. They are organized around the chapter objectives and could be used as the primary material for class preparation.

A sample syllabus is included that presents an approach for structuring the Marketing Research course using this book. Please feel free to modify it as per your needs. The Instructor's Manual contains solutions for all the video cases and cases, including those that involve data analysis. Again, these solutions are extensive and provide answers to all the questions for each case. For example, complete questionnaires have been designed and, where relevant, complete data analysis solutions have been provided. Thus, no additional work is required of the instructor. Statistical data for the cases are posted on the Web site for this book ([www.pearsonhighered.com/malhotra](http://www.pearsonhighered.com/malhotra)). The Web site for this book also contains SPSS and SAS data files for the data used to illustrate the statistical concepts in Chapters 15 through 22, as well as for the relevant Internet and Computer Exercises in these chapters. The relevant SPSS and SAS output files are also included.

Help for running the SPSS and SAS Enterprise Guide programs used in this chapter is provided in three ways : (1) detailed step-by-step instructions are given later in the chapter, (2) you can download (from the Web site for this book) computerized demonstration movies illustrating these step-by-step instructions, and (3) you can download screen captures with notes illustrating these step-by-step instructions.

## OTHER INSTRUCTIONAL SUPPORT

In addition to the Instructor's Manual, other items of instructional support are also available. This package, consisting of a complete set of teaching aids, includes a functional and useful Web site. The Web site can be accessed at [www.pearsonhighered.com/malhotra](http://www.pearsonhighered.com/malhotra). This site contains the following:

- The entire Instructors' Manual
- Test Item File
- PowerPoint slides containing a chapter outline and all the figures, tables, and relevant content for each chapter. Additional material has been added and the PowerPoint slides have been enhanced as compared to those for the sixth edition.
- Data for the Wal-Mart Project, and Cases 1.1 HP, 3.1 (AT&T), 3.2 (IBM), 3.3 (Kimberly-Clark), 4.1 (JPMorgan Chase), and 4.2 (Wendy's). These data can be downloaded with ease as either text files, SPSS or SAS files. SPSS and SAS data files are also provided for the data used to illustrate the statistical concepts in Chapters 15 through 22, as well as for the relevant Internet and Computer Exercises in these chapters.
- Videos accompanying the Video Cases
- TestGen test generating software. This valuable resource contains a wide variety of tests for each chapter that allow you to 'create' your own exams.
- The Web site is being enhanced continually. Please contact your local Prentice Hall representative if you have any problems registering or obtaining access to the Web site.

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