



美国商学院原版教材精选系列

PEARSON

营销调研基础

决策方法

(第3版)

Basic Marketing Research

A Decision-Making Approach

Third Edition

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Basic Marketing Research

A Decision-Making Approach

Third Edition

清华大学出版社



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本书作者马尔霍特拉 (Naresh K. Malhotra) 教授是国际非常知名的市场营销调研专家之一。本书是国际上的一本非常权威的教材，被众多院校采用，被翻译成多种语言，深受广大师生欢迎。

感谢培生教育出版集团 (Pearson Education) 授予清华大学出版社本书的影印版权，使我们能够将这本深受读者喜爱的教科书原汁原味地奉献给更多的中国读者。

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清华大学出版社
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英/双语教学的成功路径与商科英文原版教材的效用

(代序)

在我国高校,用英语或双语教授专业课程(以下简称:英/双语教学)始于改革开放引进热潮,历经30年,虽发展不快,仍在缓慢推进。20世纪80年代,改革开放后留学归来的教育界学者们不仅引进了各学科先进的研究成果,也随之引进了西方高校的教材。以清华大学出版社为领军的国内出版社适时地引进了西方优秀教材的影印版,推动了一些高校开始在专业课程中开展英/双语教学。2007年以来,国家教育质量工程专设的“国家高校双语教学示范课程建设点”的评定项目被视为政府教育发展的政策风向标,正有力地推动着高校英/双语教学的发展。

但对英/双语教学的必要性,我国高校内部一直争议不断。争议首先围绕着中国人用英语教学的必要性。在公认英语是目前世界通用语言的前提下,英/双语教学的必要性取决于我国高校师生是否有必要及时汲取世界最新的研究成果。答案是不言而喻的。况且英/双语教学省却了翻译过程,可以避免常见的信息减损和曲解问题。不过,信息发布者——教师的英语演讲能力和信息接收者——学生的英语解读能力不足又成为开展英/双语教学的障碍。因而常见的反对意见是,开展英/双语教学,课堂教学内容就会缩水,因为讲授者和听众都得花费精力和时间解译内容。如此看来,我国开展英/双语教学的高校教师必须应对挑战,洞察在我国现有条件下用英文原版教材开展英/双语教学的利和弊,并找到可行的扬长避短的路径。

在经济开放和全球化的大趋势推动下,我国中小学英语教学分量加重,英语普及程度逐年提高,高校新生的英语基础愈益扎实;教师的英语能力也随着师资的新陈代谢而日渐增强。这一趋势无疑在为英/双语教学营造越来越有利的条件。尽管如此,不同于以英语为主要语言或官方语言的一些国家,英语在我国的普及率仍较低。在青少年中,英语的普及程度和英语应用能力还仅处于初级水平;高校中能用英语演讲的教师尚属少数,且熟练程度还有待大幅提高。这样的师生英语基础,使得英/双语教学面临巨大的挑战。

同时,在多数的中国高校课堂里,教学任务多被视为逐章讲解某本教材的内容。本土中文教材通常是400~500页的32开本,含理论框架、主要知识点、计算方法和习题,但案例和故事不在其中,多由教师在讲解时添加,以演示和诠释理论要点。迄今仍然普遍盛行的“填鸭式”、“满堂灌”的传统教学法侧重于传授知识,从多数评教指标可见,只要学生感觉教师讲得精彩、有条理、能解惑,就算教学成功。

而引进的国外教材篇幅通常较长,16开大本,500~800页。习惯于上述传统教学法和评价标准的人们自然会产生一个疑问:在有限的课时内,这么厚的教材,怎么讲得完?其实,发达国家多数高校对学生阅读量的要求远远大于我国高校(即使是中文课本和资料),名校更是如此。它们的教材不仅涵盖理论框架和基本概念,而且富含长短不一、详简各异的演示性案例、故事和大量习题,总之它便于学生自学。课堂讲解只占一半课时,其余课时常被用于师生讨论和互动。于是,教师的讲解主要是勾勒理

论框架，阐释重点和难点，还需针对事先布置的阅读资料和讨论题，引导学生展开讨论。可见，大厚本的教材适合于能力培训教学法。两者相辅相成，致力于调动学生的主动性：他们必须大量阅读和思考，才能在课堂上有上好的表现，真正成为学习的主人。结果，他们的能力获得了必要和切实的磨炼。

由此可见，英/双语教学不只是教学语言的改变，它可以达到三重效用：传授专业知识；传授英语知识；同时训练专业方法和英语的应用技能。也因此，一些非英语国家的高校不惜成本，开展英/双语教学，使用与之相配的教材。对我国高校来说，要想成功开展英/双语教学，恐怕首先需要改变传统的教育思想和教学方法。换言之，如果高校想要使教育、教学接近世界先进水准，用英文原版影印教材开展英/双语教学是有效的途径。

迄今为止，原版英文教材的缺点也很明显。鉴于发达国家的作者是以其母国为背景，多数教材不涉及中国国情。教师必须在教学中紧密结合中国国情，提供相关案例、资料和思考讨论题，适时引导师生思辨现有理论的普适性，激励师生发现和创作适合我国国情的经济学、管理学、营销学规律。在我国作者编写和出版足量的优质英文教材之前，这些额外的工作必须由开展英/双语教学的教师来承担。

古今中外，成才之士都乐于阅读和探索，而这种氛围却在当今我国的大学校园里愈见淡化。加之中国学生相对薄弱的英语基础，目前英/双语教学仍面临很大的挑战：“填鸭式”的讲授与之相悖；仅靠课堂讲授和互动也很难奏效。但如能培养学生阅读和探索真理的兴趣，并营造一个全方位的孵化温床或生态环境，英/双语教学是有望成功的。根据能力培育过程的所需，这个生态环境包含师生对教育、教学的共识，好学求知的校风，富有挑战和师生互动的课堂教学，从课外讲座、项目操作到校园竞赛等第二课堂活动，便于师生交流的校园互联网等。

要做到这些，教师亟待与时俱进。随着师资的年轻化和高学历化，如今年轻教师的英语基础更好。但逆水行舟，不进则退。英语能力的进退取决于使用频率的多寡，其实英/双语教学过程既是加强英语使用、提高英语能力，也是汲取世界新知的最佳机会。不过，这一过程通常比用汉语教学的付出大得多，且因学生也需成倍地付出，英/双语教学的课程不容易像汉语教学课程那样容易在短期内获得学生的好评。因此给予英/双语教学的教师足够的激励成为生态环境的首要组成部分；缺乏对教师的足够激励，上述英/双语教学的生态环境就无法营造。

诚然，在教育体制和环境不够理想的情况下，教师和学生仍然有个人自训和奋斗的条件。英语原版教材影印版在我国的出版和更新就是对英/双语教学的及时支持。清华大学出版社近期又有一批英文原版影印教材出版，相信必将更进一步推动英/双语教学的发展。如今，已有一些本土高校的教师与英语国家的教师合著英文教材；在可见的将来，还会有中国教师编写发行到世界各地的英文教材。总之，及时用好英文原版影印教材，编写优质的英文教材是我国高校教师的历史责任。

愿英/双语教学的师资队伍愈益壮大，愿英/双语教学更加有力地推动我国教学方法与国际接轨，愿我国高校各级学生在英/双语教学中受益良多，茁壮成长！

对外经济贸易大学
傅慧芬

Foreword

Basic Marketing Research: A Decision-Making Approach, third edition, is yet another outstanding text book from Dr. Naresh K. Malhotra, a very well-known and highly successful author, researcher, and teacher. Dr. Malhotra's highly successful previous text, *Marketing Research: An Applied Orientation*, has been translated into Chinese, Spanish, Portuguese, French, Russian, Hungarian, Indonesian, and Japanese and published in several English editions including North American, International, European, Indian, and Australian editions. This text will likely follow suit.

Basic Marketing Research: A Decision-Making Approach, third edition, carries Dr. Malhotra's skills and expertise in marketing research to the next level. With its focus on contemporary issues such as international marketing research, the newer technologies, and practical ethics, the book effectively captures the current environment. The application of Web-based marketing research is integrated in a pervasive way throughout the book. That's state-of-the-art.

The book is rich in real-world examples that bring the student closer to the business world and everyday realities of the marketplace. The opening vignettes, interwoven throughout the respective chapters, further illustrate the marketing research concepts in real-life settings. The Experiential Learning exercises provide a rich hands-on experience. The research-in-action examples, case studies, and video case studies are great learning tools and further reinforce the highly applied and managerial orientation of the text. Particularly noteworthy are the additions of comprehensive critical thinking cases and several other cases that include actual questionnaires and the resulting data. There are many diagrams, figures and concept maps in each chapter that truly enhance learning. The lessons are conceptually sound, technically accurate, and communicate basic research concepts with simplicity and clarity. The book is strong in qualitative concepts and imparts the necessary quantitative knowledge and skills, with the use of SPSS, Excel, and other statistical software. The SPSS and Excel demonstration movies, screen captures, step-by-step instructions, and Study Guide and Technology Manual provide the greatest resources available anywhere for students to learn these programs.

Basic Marketing Research: A Decision-Making Approach, third edition, provides a strong foundation that I believe every student should have. This book is unsurpassed as a basis for students to become researchers and intelligent users of marketing research.

William D. Neal
Senior Partner
SDR Consulting

Preface

The Third Edition—Helping You Learn Marketing Research

Marketing research is an integral part of marketing. The task of marketing research is to assess the information needs and provide management with relevant, accurate, reliable, valid, and current information to aid marketing decision making (see Figure 1.5). Companies use marketing research to stay competitive and avoid the high costs associated with making poor decisions based on unsound information. If you are a marketing major, understanding the various customer groups (consumers, suppliers, channel partners, employees, and so on), competitors, and the environment is the foundation for developing effective marketing programs. Such an understanding is gained by conducting marketing research. This course will help you succeed in your marketing career.

If you are not a marketing major, consider all of the marketing research around you in the form of information available on the Internet, newspapers, magazines, government, commercial firms, and other sources. Any company or organization you work for will use such information for making decisions. It is important to understand how such information is generated and how it should be evaluated to assess its relevance, accuracy, and usefulness. The research process that we describe in this book is very general and can be applied to conduct research in any area of management, not just marketing. Only the context in which we illustrate the research is marketing. Therefore, this course and this book will help you to be more effective in your job, regardless of the specific area in which you work. This knowledge will also provide you with a better understanding of those involved in marketing in the organization where you will work, and it will equip you with better information to function as a consumer.

Since research is best learned by doing, this book emphasizes a hands-on, do-it-yourself approach. We created *Basic Marketing Research: A Decision-Making Approach*, in part, to help students understand and learn the importance of sound information to make marketing decisions and to see the interaction between marketing research and marketing management decisions. We provide you with several opportunities to experience these interactions through pedagogical tools such as the Opening Vignette, Be an MR!, Be a DM!, Experiential Learning, What Would *You* Do?, Research in Action, cases, video cases, and extensive review questions, applied problems, and group discussions. The data analysis chapters involve a tight integration of SPSS and Excel, illustrating each step in running these programs in detail. We provide four distinct ways in which you can learn these programs on your own. SPSS and Excel files are provided for all datasets, and outputs and screen captures are posted on the Web site (www.pearsonhighered.com/malhotra). This book provides the most extensive help available to marketing research students in learning SPSS and Excel.

We prepared this textbook and all of the additional materials in a way that will best help you to understand the fundamental principles of marketing research and their applications in real-life marketing situations. Students need opportunities to apply concepts to real-life situations. This application helps you clearly understand and retain the ideas. As a result, we have prepared a variety of end-of-chapter materials that are designed to help you practice using the concepts. These materials include review questions, applied problems, group discussion, cases, and video cases. The data analysis chapters include several datasets where the files have been provided in both SPSS and Excel.

Integrated Learning Package

We have created several devices that are designed to help you learn the materials in this text. If you take advantage of them, you might find this textbook interesting and even fun. Even those who are not marketing majors may discover marketing research and all of the involved activities are enjoyable subjects to talk about and study.

- **Opening Vignettes.** Each chapter begins with a vignette related to the presented topic. The majority of the vignettes revolve around success stories about companies and products most of you will recognize, such as Reebok, Gillette, P&G, Olympics, Sears, Spiegel, and United Airlines. The opening vignette is used as a running example throughout the chapter. After discussing the main concepts in each chapter, we revert to the Opening Vignette to summarize and illustrate the concepts in a section entitled Summary Illustration Using the Opening Vignette.
- **Stimulating Critical Thinking.** The principles for critical thinking, including Socratic questioning, critical reading and writing, and higher order thinking and assessment, have been embodied in the three comprehensive critical thinking cases, end-of-chapter review questions, applied problems, and group discussions. These materials have been designed based on the guidelines provided by the Foundation for Critical Thinking.
- **Interrelationships among Concepts.** Substantial research shows that concept maps aid in learning. One or more concept maps appear in each chapter to illustrate the interrelationships among concepts. These maps have been developed based on the principles and tools provided by the Institute for Human and Machine Cognition. These maps will help you acquire a better understanding of the various concepts. Please be sure to review them!
- **Real-Life Examples and Illustrations.** Several real-life examples, called Research in Action, are presented in each chapter. These examples describe in detail the kind of marketing research used to address specific managerial problems and the decisions that were based on the findings. Where appropriate, the sources cited have been supplemented by additional marketing research information to enhance the usefulness of these examples. In addition, there are several other examples and illustrations that are blended in the text.
- **Cases and Video Cases.** Each chapter of the book contains the Hewlett-Packard running case and a video case. Toward the end of the book, there are comprehensive cases with actual questionnaires and real-life data. The video cases have been drawn from the Prentice Hall video library and have been written from a marketing research perspective. The questions at the end of each video case are all marketing research questions. The cases and video cases relevant to each chapter have been identified toward the end of that chapter.
- **Extensive and Pervasive Internet Coverage.** The Internet has become a part of our lives. The text discusses how the Internet can be integrated in each step of the marketing research process and how it can be used to implement the concepts discussed in each chapter. The coverage of the Internet is so extensive and pervasive that it has not been singled out. Internet applications are everywhere. For example, all of the Be an MR! exercises require you to do Internet research.
- **International Focus.** Many of you have travelled to other countries. Most of you interact with students from other countries. Global/international business is all around, which makes understanding international marketing research issues important. Every chapter, except data analysis in Chapters 16, 17, and 18, has a section entitled International Marketing Research. This section discusses how the concepts of that chapter should be implemented while conducting marketing research in an international setting. Note that data analysis in international marketing research is discussed in Chapter 15.
- **Ethics Focus.** Ethical issues are pervasive in marketing research. Every chapter, except data analysis in Chapters 16, 17, and 18, has a section entitled Ethics in

Marketing Research. This section presents the salient ethical issues involved while implementing the concepts of that chapter. These ethical issues are discussed from the perspectives of the four stakeholders: the client, the marketing research firm, respondents, and the general public. Note that the ethical issues pertinent to data analysis are discussed in Chapter 15.

- **Focus on Technology.** You may or may not be a technology buff, but you do make use of technology on a daily basis. Technological developments have shaped the way in which marketing research is conducted. Every chapter, except data analysis in Chapters 16, 17, and 18, has a section entitled Technology and Marketing Research. This section covers the role and impact of technology in implementing the concepts of that chapter while conducting marketing research. In the data analysis chapters, this section is replaced with one entitled Software Applications.
- **Contemporary Focus.** A contemporary focus has been achieved by illustrating the applications of marketing research to current topics such as customer value, satisfaction, loyalty, customer equity, brand equity and management, innovation, entrepreneurship, return on marketing, relationship marketing, and socially responsible marketing throughout the text. These examples cover a diversity of products and companies that will interest undergraduate students.
- **Opening Diagrams.** Each chapter, except Chapter 1, opens with a diagram that gives the focus of that chapter, its relationship to the previous chapter(s), and its relationship to the marketing research process. This diagram is an excellent way to see the linkages between chapters and to trace the entire marketing research process throughout the book. We also include a diagram that provides an overview of the chapter, showing the major topics, and linking them to figures and tables. There is also an abundance of other diagrams in each chapter.
- **SPSS, Excel, SAS, and Minitab.** Data analysis procedures are illustrated with respect to SPSS, Excel, SAS, and Minitab, along with other popular computer programs. However, the emphasis is on SPSS and Excel. Detailed, step-by-step instructions are given for running the various statistical procedures using SPSS and Excel. SPSS and Excel files are provided for all datasets, and outputs are provided for the analyses contained in the chapters.
- **Conducting a Live Marketing Research Project.** Toward the end of each chapter is a section entitled Live Research: Conducting a Marketing Research Project. These sections show how to implement one or more live marketing research projects in the course. The approach is flexible and can handle a variety of organizations and formats. The entire class could be working on the same project, with each team working on all aspects of the project, or each team could be assigned a specific responsibility (for example, a specific component of the problem or a specific aspect of the project like collection and analysis of secondary data). Alternatively, the class could be working on multiple projects with specific teams assigned to a specific project. If your course includes a class project, your instructor will choose the approach that is best for you!
- **Acronyms.** Each chapter contains one or more helpful acronyms that summarize the important concepts. Acronyms are the most popular mnemonic technique used by undergraduate students. Theoretical and empirical evidence supporting the effectiveness of mnemonic techniques and their usefulness as a pedagogical tool has been discussed in a paper I published in the *Journal of the Academy of Marketing Science*, (Spring 1991: 141–150).

You Can Learn SPSS and Excel on Your Own!

Many students complain that they spend a substantial amount of time learning SPSS or Excel. We have addressed this situation. The Third Edition provides four ways in which you can learn SPSS and Excel on your own:

1. Detailed step-by-step instructions are given in the chapter.
2. You can download computerized demonstration movies illustrating these step-by-step instructions from www.pearsonhighered.com/malhotra.

3. You can download screen captures with notes illustrating these step-by-step instructions from www.pearsonhighered.com/malhotra.
4. Extensive instructions for SPSS and Excel are given in the Study Guide and Technology Manual, a supplement that accompanies this book.

Thus, we provide the most extensive help available anywhere to learn SPSS and Excel!

Tips on How to Use This Textbook

We want to offer you a few tips on how to use this book and some suggestions on how to master the material:

- **Read the Chapter.** Start by reading the chapter. Be sure to look at the opening questions and diagrams and read the overview so you will know what is in the chapter. Often this is skipped because students don't believe it is important.
- **Review the Key Terms.** It is important to read through these new terms to be sure you understand each one. Key terms are often targets of quiz and exam questions.
- **Answer the Review Questions.** Go through the review questions and see if you can answer them without looking in the chapter. When you are finished, go back and check to see if you got each one correct. For the ones you couldn't answer, go back and locate the correct information in the chapter.
- **Do the Applied Problems.** Pick several problems you believe would be interesting. Spend some time thinking about the question and the concepts being explored. You can make these problems fun to do as you analyze the concepts at a deeper level.
- **Pick One of the Cases or Video Cases.** The cases and video cases provide an excellent summary of the material presented in the chapter. Read the case or the video case and answer each of the questions at the end. Note that all the video cases have been written in a stand-alone format so you do not need to see the video to answer the case questions.
- **Have Some Fun with Critical Thinking.** Go to one of the critical thinking cases 2.1 American Idol, 2.2 Baskin-Robbins, or 2.3 Akron Children's Hospital. These cases are comprehensive and contain questions on all the chapters except the data analysis chapters. Based on the knowledge you have learned in the chapter and the case information, answer the critical thinking questions as well as the technical questions. Doing these cases will help you understand and apply the concepts in real-life situations from a critical thinking perspective.

Suggestions for Preparing for Exams

If you have followed the tips provided in the previous section, you will almost be ready for the exam. A brief review of the key terms and a scan of the chapter will be all that you need. But if you have not followed all of the tips, here is a sequence of activities you can follow that will aid in learning the material.

- Read the chapter.
- Review the concept maps.
- Review the key terms.
- Answer the review questions.
- Read the chapter overview.
- Read the chapter summary.
- Go through the chapter and locate all of the bold and italic words. Read the context for all the terms to make sure you understand them.
- Start at the beginning of the chapter and read the topic sentence—the first sentence—of each paragraph. These sentences should provide a good summary.
- Re-read the chapter summary.
- Re-review the key terms.

Congratulations! You are now ready for the exam. Relax, you will do well.

Student Supplements and Value Packs

A set of supplements can enhance your learning.

1. **A functional and useful Web site.** The book is supported by a student Web site that can be accessed at www.pearsonhighered.com/malhotra. This site contains useful materials that you can download, including:
 - Data for cases 1.1 Hewlett-Packard, 3.1 Bank of America, 3.2 McDonald's, and 3.3 Boeing, given in the book (SPSS and Excel)
 - Files for all the Experiential Learning exercises
 - Data files for all the Applied Problems (SPSS and Excel)
 - Data file for the dataset(s) used in each data analysis chapter (SPSS and Excel)
 - SPSS and Excel Computerized Demonstration Movies
 - SPSS and Excel screen captures
 - Additional materials that supplement the topic discussed in the book
2. **Student version of SPSS.** A student version of SPSS can be obtained as an optional value package with this book.
3. **Study Guide and Technology Manual.** This supplement will help deepen your learning and is available in print format.
4. **CourseSmart eTextbooks.** Developed for students looking to save on required or recommended textbooks, CourseSmart eTextbooks Online save you money off the suggested list prices of the printed text. You simply select your eText by title or author and purchase immediate access to the content for the duration of the course using any major credit card. With a CourseSmart eTextbook, students can search for specific keywords or page numbers, make notes online, print out reading assignments that incorporate lecture notes, and bookmark important passages for later review. For more information, or to purchase a CourseSmart eTextbook, visit www.coursesmart.com.

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Naresh K. Malhotra

About the Author

Dr. Naresh K. Malhotra is Regents' Professor (highest academic rank in the university system of Georgia), in the College of Management, Georgia Institute of Technology. He has been listed in Marquis *Who's Who in America* continuously since its fifty-first edition in 1997, and in *Who's Who in the World* since 2000. In 2005, he received the Academy of Marketing Science's Outstanding Marketing Educator Award.

In an article by Wheatley and Wilson (1987 *AMA Educators Proceedings*), Professor Malhotra was ranked number one in the country based on articles published in the *Journal of Marketing Research* during 1980 through 1985. He also holds the all-time record for the maximum number of publications in the *Journal of Health Care Marketing*. He is ranked number one based on publications in the *Journal of the Academy of Marketing Science* (JAMS) since its inception through Volume 23, 1995. He is also number one based on publications in JAMS during the 10-year period 1986 through 1995. In an editorial by Schlegelmilch (JIM 11(1), 2003), Dr. Malhotra was ranked number one based on publications in the *International Marketing Review* from 1992 to 2002. He is also ranked number one based on publications in the *International Marketing Review* since its inception (1983) to 2003 (Table V, IMR, 22(4) (2005)). He is also ranked number one based on publications in the *International Marketing Review* from 1996 to 2006 based on a study by Xu et al. published in the *Asia Pacific Journal of Management* (25 (2008): 189–207). In a landmark study by West et al. (2008) examining publications in the top four marketing journals (JMR, JM, JAMS, and JCR) over a 25-year period from 1977 to 2002, Professor Malhotra has three top-ten rankings: number three based on publications in all four journals combined; number three based on publications in JMR; and number one based on publications in JAMS.

He has published more than 100 papers in major refereed journals, including the *Journal of Marketing Research*, *Journal of Consumer Research*, *Marketing Science*, *Management Science*, *Journal of Marketing*, *Journal of Academy of Marketing Science*, *Journal of Retailing*, *Journal of Health Care Marketing*, and leading journals in statistics, management science, and psychology. He has received seven best-paper awards for articles published in the *Journal of Marketing Research*, *Journal of Retailing*, *Journal of the Academy of Marketing Science*, *International Marketing Review* (twice), *Journal of International Marketing*, and *Journal of Consumer Research* (finalist), and additional awards for best papers presented in national and international conferences.

He was chairperson of the Academy of Marketing Science Foundation, 1996 to 1998; was president of the Academy of Marketing Science, 1994 to 1996; and chairperson of the Board of Governors, 1990 to 1992. He is a distinguished fellow of the Academy and a fellow of the Decision Sciences Institute. He is the founding editor of the *Review of Marketing Research*. He has served as an associate editor of *Decision Sciences* for 18 years and has served as section editor of "Health Care Marketing Abstracts," *Journal of Health Care Marketing*. He serves or has served on the editorial boards of several journals including the *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Marketing*, and the *Journal of the Academy of Marketing Science*.

His book entitled *Marketing Research: An Applied Orientation*, fifth edition, was published by Prentice Hall in 2007. This book has been translated into Chinese, Spanish, Portuguese, Russian, French, Hungarian, Indonesian, and Japanese. In addition to these eight translations, this book also has several English-language editions, including North



American, International, European, Indian, and Australian. The book has received widespread adoption at both the graduate and undergraduate levels, with more than 144 schools using it in the United States. His book, *Basic Marketing Research: Application to Contemporary Issues*, was first published by Prentice Hall in 2002. He is also the author of *Fundamentals of Marketing Research*, six-volume set, published by Sage, United Kingdom in 2007 and has authored other books on marketing and marketing research.

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