We wish to thank our spouses, Jeanne and Greg. Our spouses sacrificed much in order to allow us to work on our book. We are fortunate in that, for both of us, our spouses are our best friends and smiling supporters.

Al Burns (Emeritus),
Louisiana State University

Ann Veeck,
Western Michigan University
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Preface

New To This Edition

While Marketing Research, 9th edition, has a great many “tried and true” features and elements refined over the previous eight editions, we are vigilant to the major trends transforming the marketing research industry. These changes include the widespread adoption of infographics, the use of dashboards and data visualization techniques, the emergence of robust qualitative research techniques, a pronounced shift toward mobile marketing research, increased reliance on standardized (“packaged”) research, the use of social media data, the impact of big data, the automation of many research procedures, and an emphasis on story-telling when communicating insights.

In preparation for the writing of the 9th edition, we conducted a survey of our 8th edition adopters and determined the desirability of change (more, same, less, delete) for every aspect of that edition. As a result, we have retained many of the strengths of our textbook, and we have modernized the 9th edition with improvements such as the following:

- Expanded packaged data coverage, with two new case studies involving the analysis of Nielsen data: one with consumer panel data (Chapter 4) and one with point-of-sales (scanner) data (Chapter 5)
- A greater emphasis on the impact of Big Data, including sources, uses, analytics, and the enormous responsibilities that come with gathering, storing, and using data (Chapter 5)
- Increased coverage of qualitative research techniques, including marketing research online communities (MROCs) and mobile applications (Chapter 6)
- A new section on analyzing qualitative data with applications for social media data (Chapter 6)
- Revised sample methods chapter to include companies that are selling access to their consumer panels (Chapter 9)
- Attention to methods that enhance the communication of research insights, including infographics, videos, and immersive techniques (Chapter 16)
- Increased discussion of communicating insights throughout the text
- Visualization techniques, and the use of key performance indicators (KPIs) (Chapter 16)
- All new chapter opening vignettes with contemporary marketing research company descriptions
- Revised and updated integrated case with dataset that allows the application of new skills as they are introduced throughout the text
Solving Teaching and Learning Challenges

The 9th edition carries on the successful formula embodied in the level, voice, and writing style of previous editions of Marketing Research. Specifically, this is an undergraduate textbook that utilizes conceptual rather than theoretical or statistical concepts in teaching marketing research. It is written with an emphasis on the practical application of marketing research methods with the goal that students will be able to perform and interpret them. Because IBM SPSS is the industry mainstay, this textbook makes liberal use of annotated screen captures of clickstreams for SPSS analyses as well as annotated images of SPSS output for each analysis. Additionally, there is an integrated case, Auto Concepts, and an SPSS dataset referred to throughout the textbook.

The key features of this textbook are:

- Integration of IBM SPSS, the industry standard, so students will have relevant job skills
- Annotated screen shots of SPSS commands and output so students can perform and interpret analyses with a minimum of computer training. Additionally, the SPSS Student Assistant is a set of videos on how to use SPSS
- Integrated case—Auto Concepts—and dataset enabling students to observe and participate in a complete marketing research project
- Multiple examples of practical marketing research techniques including digital/mobile, global, ethical, and case study applications
- Coverage of emerging trends and technologies shaping contemporary marketing research practice, including panel companies, data visualization, infographics, dashboards, qualitative and mobile developments, and the notion of “insights”

Developing Employability Skills

The authors are very cognizant that today’s students are keenly focused on job skills. Casting education as the acquisition of job skills enables instructors to stimulate, motivate, excite, and impel students to focus on and master subject matter which they believe is valuable to accomplishment of their career goals. With the 9th edition of Marketing Research, we have added a new element,
“Job Skills Learned,” at the end of each chapter which identifies specific skills acquired in that chapter. These skills are listed under the headings of: communication, critical thinking, knowledge application and analysis, information technology and computing skills, data literacy, and ethics.

**Instructor Teaching Resources**

**Supplements Available to Instructors at www.pearsonhighered.com**

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| SPSS Student Assistant | • Menu-driven set of videos that show students how to use basic SPSS features and the several statistical analyses that are covered in the textbook. |

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