



Market Research in Practice: How to Get Greater Insight From Your Market

By Paul N Hague, Nicholas Hague, Carol-Ann Morgan

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Lively and accessible, *Market Research in Practice* is a practical introduction to market research tools, approaches and issues. Providing a clear, step-by-step guide to the whole process - from planning and executing a project through to analysis and presenting the findings - it explains how to use tools and methods effectively and obtain the most reliable results.

This fully updated second edition of *Market Research in Practice* features new chapters on the uses of market research (new product development research, market assessment, customer journey research, branding research, channel research, and pricing research), international aspects and new research trends (including coverage of social media research and mobile surveys). It also includes the latest information on carrying out market research design, desk research, sampling and statistics, questionnaire design, data analysis and reporting. Accompanied by a range of online tools and templates for reporting on and determining statistical accuracy, and supported throughout by examples from real market research projects, this is an invaluable guide for students, researchers, marketers and users of market research.

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About the Author

Paul Hague is MD of B2B International. With 35 years of experience running market research agencies, his clients include some of the largest corporations in Europe and the United States. He has written, co-authored and contributed to numerous publications on market research, its tools and techniques.

Nick Hague is a founder member of B2B International, with extensive experience in the design and execution of market research projects across a wide variety of industries. He writes regularly on marketing issues and was named as one of the UK's eminent young business leaders by Who's Who International.

Carol-Ann Morgan is a Director at B2B International and is in charge of research techniques. Before this she worked as a lecturer and social researcher at Salford University.

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