



Marketing Research

By A. Parasuraman, Dhruv Grewal, R. Krishnan

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In Marketing Research, the authors offer undergraduate and MBA students a compelling introduction to the field with extensive use of global, technology, service, and small business examples. Distinctive features include integrated coverage of technology tools and statistical analysis, current research, and a strong focus on strategy. To reinforce the text's emphasis on technology, each new copy of the text can be packaged with SPSS software containing data sets--created by the authors--specifically related to examples and tutorials from the chapters on data analysis. The Second Edition features an appealing design and open layout, making an often challenging subject more engaging for students. Through current examples and cases, students gain an understanding of the role of marketing research in the business world. Pedagogical features give students a clear handle on what they need to focus on to be successful in the course. Chapter Objectives identify key concepts in the reading to follow, while Questions for Review and Discussion, Application Exercises, and Internet Exercises prompt students to complete a variety of tasks, allowing them to apply chapter concepts in meaningful ways.

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Editorial Review

About the Author

A. Parasuraman (PhD, Indiana University, Bloomington) is Professor and James W. McLamore Chair in Marketing at the University of Miami. He teaches and conducts research in the areas of services marketing, service quality measurement and improvement, and the role of technology in marketing to and serving customers. In 1988, he was selected as one of the "Ten Most Influential Figures in Quality" by the editorial board of The Quality Review. He has received a variety of teaching and research awards, including the Provost's Award for Scholarly Research at the University of Miami and the "Outstanding Marketing Educator Award" from the Academy of Marketing Science. The author of more than 100 journal articles and several books, Dr. Parasuraman has conducted numerous executive seminars and delivered keynote addresses in many countries.

Dhruv Grewal (PhD, Virginia Tech) is the Toyota Chair in Commerce and Electronic Business and Professor of Marketing at Babson College. In 2001 he was named co-editor of Journal of Retailing. His research and teaching interests focus on marketing research, e-business, retailing, global marketing, pricing, and value-based marketing strategies. In 2005 he received the Lifetime Achievement in Behavioral Pricing Award at Fordham University. A "Distinguished Fellow" of the Academy of Marketing Science, Dr. Grewal has published over 65 articles in major academic journals, including Journal of Marketing, Journal of Consumer Research, Journal of Marketing Research, and Journal of the Academy of Marketing Science. He has won several teaching awards and has been named co-chair of the 2006 Summer AMA Educator's Conference.

R. Krishnan (PhD, Virginia Tech) is Research Professor of Marketing at the University of Miami. He has previously taught at Cal Poly, San Luis Obispo, Baruch College, CUNY, New York, and Virginia Tech. Dr. Krishnan's research has appeared in a number of scholarly and professional journals, including the Journal of Marketing, Journal of Retailing, Sloan Management Review, and Journal of Interactive Marketing. He has also received many distinguished teaching awards, including the University of Miami-EMBA Excellence in Teaching Award, College of Business Teaching Award, and Alumni Award for Best Teaching. A specialist in business strategy marketing for technology-based companies, e-commerce, new product and brand strategies, and pricing strategies, he also conducts marketing education programs for companies around the globe.

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