

# Handbook of Marketing Research, Robert Ferber, McGraw-Hill, 1974, 1974, 9780070204621, 1417 pages

Basic Marketing Research: Volume 1. Handbook for Research Professionals. Official Training Guide from Qualtrics. Scott M. Smith | Gerald S. Albaum. He is the author, co-author, or editor of books, chapters, and proceedings including An Introduction to Marketing Research. Qualtrics, 2010 (with G. Albaum); Fundamentals of Marketing Research. Thousand Oaks, CA : Sage Publishers 2005 (with G. Albaum); Multidimensional Scaling. New York: Allyn and Bacon 1989 (with F. J. Carmone and P. E. Green), and Computer Assisted Decisions in Marketing. Richard D. Irwin 1988 (with W. Swinyard). There are numerous books that you can read, to find out more about marketing research. Where do you start? How do you know which are the best ones and which will give you the information you need? To save you time, this issue of Better Insight contains a review of some of the best sellers on the market, and will help you choose the right ones for your needs. Thinking Fast and Slow by Daniel Kahnemann is an amazing book. It is Behavioural Economics at its simplest and most authoritative. Don't be misled by the simple popular style into thinking the author is not a very serious heavyweight research psychologist, because he definitely is. Business to Business Market Research: Understanding and Measuring Business Markets by Ruth McNeil . Basic Concepts and Project Design: Books explaining the basic concepts and the essentials of marketing research (e.g. Research designs, methods, data collection process). Defining Measurements: Handbooks with compilation of scales for the measurements of relevant marketing constructs. Statistical Analysis and Software: Books with explanation of statistical tests, reporting of results and tutorials of how to conduct the tests on different statistical software. Got it? Alright, here we go! Basic Concepts and Project Design. Fundamentals in Marketing Research. Authors: Scott Smith and Gerald Alba