

# International Marketing Research

*C. Samuel Craig, Susan P. Douglas*  
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**C. Samuel Craig, Susan P. Douglas : International Marketing Research** before purchasing it in order to gauge whether or not it would be worth my time, and all praised International Marketing Research:

The third edition of International Marketing Research is completely updated to reflect changes in both the structure and practice of international marketing research. Industry consolidation of research firms has accelerated as they strive to better serve global clients. The Internet has burst on the scene as an alternative way to gather information and conduct surveys rapidly. Increasingly research is being conducted in developing countries as firms expand operations into markets such as India and China. The coverage of research in developing markets has been expanded in the third edition. In addition, to all the updates and changes, a chapter has been added that deals with conceptual and methodological issues in designing and executing research. A complete guide to modern international marketing research techniques by two pioneers in the field. Authoritative coverage of all the latest electronic research techniques.

ldquo;hellip;a valuable guide for many marketing researchers, their clients, and academics seeking specialized knowledge of theorieshellip;rdquo; (International Journal of Marketing, January 2007)From the Back CoverInternational Marketing Research is widely regarded as the definitive textbook in its field. The third edition is completely updated to reflect changes in both the structure and practice of international marketing research in the last five years. As business is being increasingly conducted on a global scale, the need for valid and reliable information to make decisions is intensifying. Industry consolidation of research firms has accelerated as they strive to serve global clients more efficiently. The Internet has burst on to the scene as an alternative way to gather information and conduct surveys rapidly. The third edition has incorporated these developments while adhering to the underlying principles that guided the previous two editions, namely that the basic principles of marketing research are the same whether research is conducted in an international or a domestic context. However, the international marketing researcher faces greater difficulties than his or her domestic counterpart. These difficulties stem from operating across national boundaries and in a diverse range of socio-cultural environments. New features in the third edition include: Expanded material on the conceptual foundations of international marketing research. Updated and expanded references to secondary data sources. New information on the size of the market research industry and the costs of conducting marketing research. Increased attention to scale development, measurement equivalence and reliability, and multi-country data analysis. Extensive web references. All chapters updated to incorporate the latest research. New and current examples added throughout.About the AuthorC. Samuel Craig is the Catherine and Peter Kellner Professor and Professor of Marketing and International Business at New York University's Stern School of Business. He received his Ph.D. from the Ohio State University. Prior to joining New York University, Professor Craig taught at Cornell University. Susan P. Douglas is the Paganelli-Bull Professor of Marketing and International Business at New York University's Stern School of Business. She received her Ph.D from the University of Pennsylvania. Prior to joining New York University, Professor Douglas taught at centre HEC, Jouy-en-Josas, France and was a faculty member of the European Institute for Advanced Studies in Management in Brussels.