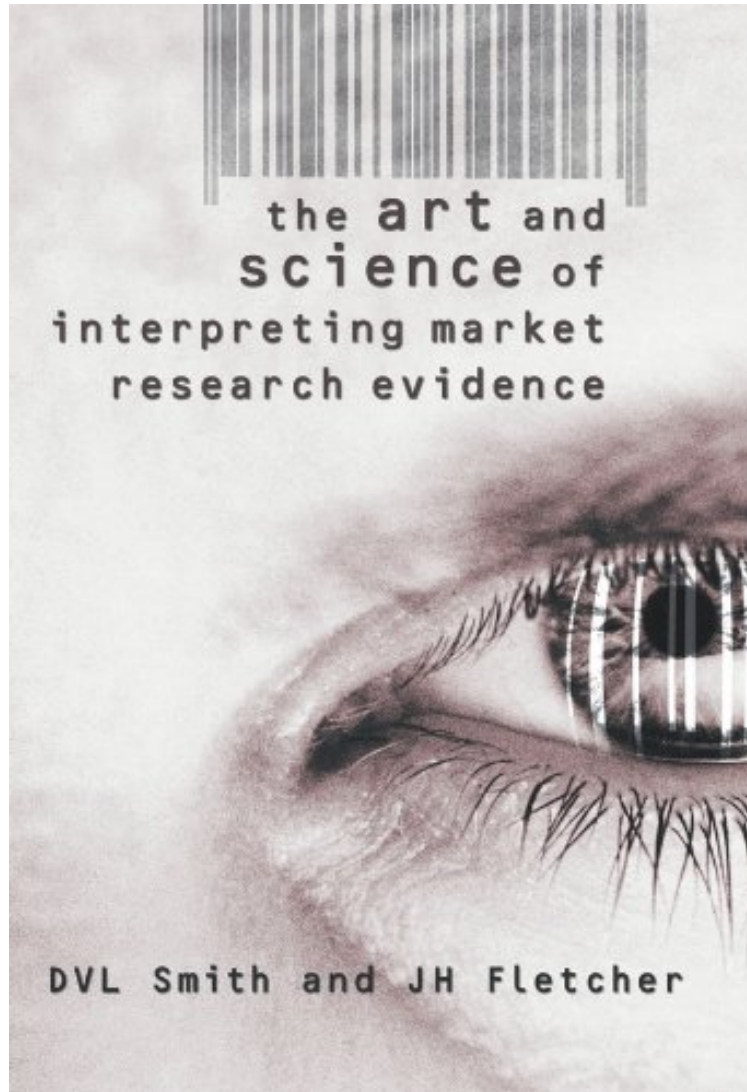


[Download free ebook] The Art and Science of Interpreting Market Research Evidence

The Art and Science of Interpreting Market Research Evidence

D. V. L. Smith, J. H. Fletcher

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D. V. L. Smith, J. H. Fletcher : The Art and Science of Interpreting Market Research Evidence before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Art and Science of Interpreting Market Research Evidence:

0 of 0 people found the following review helpful. Good bookBy TaK TranA nice summary book for market researchers.23 of 23 people found the following review helpful. Excellent text - should be standard issue in market research organisations.By D. StuartUK researchers Smith Fletcher write clearly with a fine knack of turning the art and science of research analysis into a logical, well-explained process that incorporates not just hard quantitative evidence, but also qualitative research as well as - and this is what takes the book ahead of the field - the experience

and judgment of the researcher as well. In essence they advocate a more holistic approach to incisive market research analysis: don't rely on one source, weigh up the broad spectrum of evidence, allow for imperfect data, apply some of your own knowledge filters (in my company and others these are simply known as BS Detectors) and don't forget to try reframing the data: looking at it from different contexts. The techniques are all well explained, (including the mathematical techniques, not just the conceptual) and the authors do an admirable job of summarising their main points and making this a user-friendly "how-to" guide. Well done. You can even go on-line and share with your colleagues an on-line tutorial based on this volume: so this text makes a really effective platform for training new staff and providing a refresher for more experienced researchers who may intuitively do a good job but may be assisted with a spritzer of more holistic thinking as well as with a re-establishment of first principles. I do have criticisms of this book, and for these I've deducted one star. My main criticism: the authors quite openly hold back some of their more progressive thinking, so what we get is a great roadmap that takes us to the goldfield, but doesn't quite help us hit paydirt. I found this particularly with their frequent reference to Bayesian thinking - an idea they raise but don't really explore. As such, I feel the book is somewhat "5 years ago" and could easily withstand an updating in the near future. Having said that; any book that gives analysts and market researchers the state of the art, even of 5 years ago, is still way ahead of most of the volumes on the market. Market researchers are not brilliantly served by the publishing marketplace, and most texts are either too statistically focused (they seem to forget that survey data is pretty lumpy, categorical stuff based on questions that ask humans to somehow quantify their complex feelings) or too far based in marketing without giving us the crunch we need to turn data into hard-core insights. Most are simply too shallow - Research 101 written for marketers but not research practitioners. Not here. This volume strikes a fine pragmatic, realistic balance in showing us how to use not just the mathematical tools we have available, but also our brains as experienced researchers confronting an array of soft and hard evidence. Art and science. The authors successfully structure the big picture in a way that helps researchers navigate more clearly through research and analysis challenges. I've recommended this volume to many colleagues senior and not so senior. If you're in market research you'll find this very useful both for you and your team. 0 of 0 people found the following review helpful. Five Stars By LUIZ SA LUCAS Second to none. A must read for everyone interested in deep diving in Market Research.

The Art and Science of Interpreting Market Research Evidence offers a complete account of the way today's researchers interpret evidence and apply it to decision making. David Smith and Jonathan Fletcher show how to assess your current deciphering processes, and present an innovative framework integrating quantitative and qualitative approaches for analysing complex data-sets. With its holistic approach to interpretation and its 10-step process for making it work in practice, this book will equip you with a deep understanding of data analysis and ultimately improve your judgment to produce better business decisions. "This is modern commercial research, where the mind of the researcher is finally acknowledged as admissible data. Prior knowledge, pragmatism, experience are all robust grist to the 'holistic' research mill. A must-read for anyone getting to grips with 21st century market research." Virginia Valentine, Semiotic Solutions

"This splendid book... a valuable guide... Defiantly for everyone who wants to make best use of mass information that surrounds us." (Research Magazine, May 2004) From the Inside Flap Newcomers to market research should welcome this book. It provides an easy to follow account of the way today's market researchers - working in an holistic way across both qualitative and quantitative evidence - now interpret and apply evidence to the decision-making process. The book will be particularly helpful to those responsible for training agency and client staff in 'news' market research, and for lecturers keen to include practical accounts of how the industry is now operating. From the Back Cover This book provides the following 10-step guide to the art and science of interpreting qualitative and quantitative market research evidence and successfully applies this to business decision-making. 1. Analyzing the right problem 2. Understanding the big information picture 3. Compensating for imperfect data 4. Developing an effective analysis strategy 5. Establishing the interpretation boundary 6. Applying the 'knowledge filters' 7. 'Re-framing' the data 8. Presenting the research evidence as a narrative 9. Facilitating informed decision-making 10. Learning from successful practice This book is supported by a ten-module training course consisting of a series of PowerPoint presentation charts. This also includes case studies that will be helpful to University lecturers and those responsible for training new graduates entering the market research industry, on either the client or agency side. "This is modern commercial research, where the mind of the researcher is finally acknowledged as admissible data. Prior knowledge, pragmatism, experience are all robust grist to the 'holistic' research mill. A must-read textbook for anyone getting to grips with 21st century market research." - Virginia Valentine, Semiotic Solutions "This book enables both the research client and practitioner to think more clearly about how different strands of 'research' can work together through a unifying analytical approach. Although designed as a teaching and development resource, the underlying thinking makes refreshing reading for all those supplying or using market research." - Leslie Sopp, Head of Research, Institute of Chartered Accountants, Chairman, Association of Users of Research Agencies "This book is aimed at newcomers to market research; however, Smith and

Fletcher's approach to their subject can teach us all some new lessons. I was particularly impressed by the weight of theoretical and practical evidence they assemble to underpin their arguments at every turn and, as two of the most respected researchers in the industry, see it as their responsibility to share that knowledge with others in as highly accessible a form as possible." —Nigel Culkin FMRS, Associate, Dean (Business Partnerships, University of Hertfordshire)