

Leading Edge Marketing Research

21st-Century Tools and Practices

Edited by:

Robert J. Kaden

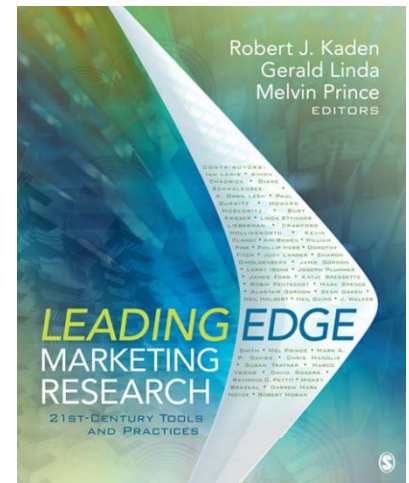
The Kaden Company

Gerald Linda

Gerald Linda & Associates

Melvin Prince

Southern Connecticut State University



Paperback: \$46.95

ISBN: 978-1-4129-9131-5

November 2011, 504 pages

This book explores new and leading edge marketing research approaches as successfully practiced by visionaries of academia and the research industry. Ideal as either a supplementary text for students or as a guidebook for practitioners, this book showcases the excitement of a field where discoveries abound and researchers are valued for solving weighty problems and minimizing risks. The authors offer rich new tools to measure and analyze consumer attitudes, combined with existing databases, online bulletin boards, social media, neuroscience, radio frequency identification (RFID) tags, behavioral economics, and more. The reader will profit from the numerous contemporary case studies that demonstrate the key role of marketing research in corporate decision-making.

Key features:

- **Discusses real world leading-edge approaches to improving practice**, demonstrating how insights in research can lead to breakthroughs in marketing, merchandising, and operational strategies
- **Proves how marketing researchers are becoming increasingly skillful in studying consumer behavior**, showing readers how to move from asking questions to observing actual behavior in order to obtain more valid information
- **Includes cases representing up-to-date, in-depth applications** of *client-sponsored research* aimed at solving urgent real-world research problems and providing the reader with a model for conducting similar research
- **Reveals techniques used in commissioned research**, which have rarely been shared with the marketing industry or students until now, allowing readers to benefit from trade secrets

Contributors include:

Ami Bowen / Mickey Brazeal / Katja Bressette / Simon Chadwick / Kevin Clancy / Mark A. Davies / Sharon Dimoldenberg / Dorothy Fitch / James Forr / Neil Gains / Alastair Gordon / Jamie Gordon / Sean Green / Paul Gurwitz / Phillip Herr / Neil Holbert / Crawford Hollingworth / Larry Irons / Bert Krieger / Judith Langer / A. Dawn Lesh / Ian Lewis / Linda Ettinger Lieberman / Chris Manolis / Robert Moran / Howard R. Moskowitz / Darren Mark Noyce / Robin Pentecost / Raymond C. Pettit / William Pink / Joseph Plummer / Melvin Prince / David Rogers / Diane Schmalensee / J. Walker Smith / Mark T. Spence / Susan Tratner / Marco Vriens

Order online at www.sagepub.com/lemr



2455 Teller Road, Thousand Oaks, CA 91320

Tel: 800-818-7243 • Fax: 800-583-2665

Outside the U.S. and Canada? Call: +44 (0)20-7324-8500

www.sagepub.com