



Market Research (Paperback)

By Robin Birn, Patrick Forsyth

John Wiley and Sons Ltd, United Kingdom, 2002. Paperback. Condition: New. Language: English . Brand New Book. This title presents a fast track route to mastering market research. It covers key market research techniques, from asking the right questions and using statistics to analysing data and acting on the information. It includes examples and lessons from benchmark companies in publishing, consumer goods, brewing and others. It includes a glossary of key concepts and a comprehensive resources guide. ExpressExec is a unique business resource of one hundred books. These books present the best current thinking and span the entire range of contemporary business practice. Each book gives you the key concepts behind the subject and the techniques to implement the ideas effectively, together with lessons from benchmark companies and ideas from the world's smartest thinkers. ExpressExec is organised into ten core subject areas making it easy to find the information you need: Innovation; Enterprise; Strategy; Marketing; Finance; Operations and Technology; Organizations; Leading; People; and, Life and Work. ExpressExec is a perfect learning solution for people who need to master the latest business thinking and practice quickly.



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