

BRIEF CONTENTS

Preface	xiii
PART I: Introduction	1
1. Nature and Characteristics of Market Research	2
2. Planning for Market Research	12
PART II: Archival Research	51
3. Secondary Research	52
4. Big Data	68
PART III: Qualitative Research	85
5. Customer Visits	94
6. The Focus Group	113
7. Interview Design	129
8. Qualitative Sampling and Data Analysis	147
PART IV: Quantitative Research	189
9. Survey Research	193
10. Questionnaire Design	223

11. Experimentation	245
12. Conjoint Analysis	269
13. Sampling for Quantitative Research	283
14. Quantitative Data Analysis	305
PART V: The Big Picture	321
15. Combining Research Techniques Into Research Strategies	323
16. The Limits of Market Research	332
Index	362
About the Author	373