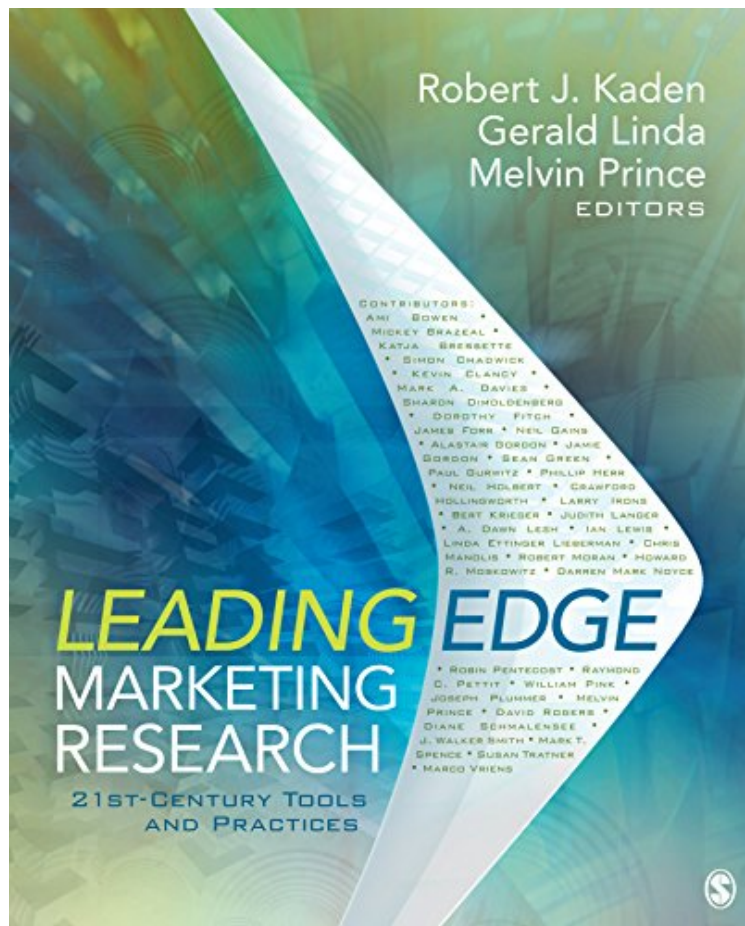


Leading Edge Marketing Research: 21st-Century Tools and Practices

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From SAGE Publications, Inc : **Leading Edge Marketing Research: 21st-Century Tools and Practices** before purchasing it in order to gauge whether or not it would be worth my time, and all praised **Leading Edge Marketing Research: 21st-Century Tools and Practices**:

5 of 6 people found the following review helpful. Just a Survey of Marketing Research - Skims the surface. Nothing actionable. By Jagger. Several modern quantitative and qualitative marketing research methods are presented, but none deep enough for you to decide if a method will be useful or not. I bought this book for the chapter on Market Segmentation, which was a summary rehash of Kevin Clancy's book "Your Gut Is Still Not Smarter Than You Head". I was hoping for details on the software tools used and more specific guidelines as to which statistical methods they used and which databases they used with examples - but no new information was presented, although good ideas are presented, you will need to hire the authors to implement them. I found the book "Ten Key Customer Insights: Unlocking the Mind of the Market" much more useful as a presentation of modern quantitative and qualitative marketing research, and at least tried demonstrate and point you in the direction to look if you wanted to pursue the

ideas presented in the book. 0 of 1 people found the following review helpful. *Leading Edge: Marketing Research* By Mark E. Malarky If you pick up *Leading Edge* to read an article or two of particular interest, you will likely wind up, as did I, reading many more than you bargained for. *Leading Edge* represents a major contribution to the field for its compilation of excellent essays, as well its inclusion of innovative paths in both qualitative and quantitative research. Indeed one article (Prince, et al.) identifies the dire need for mixed methods combining the two. -- Lawrence E. Fisher, Ph.D., Integrated Marketing Communication, Roosevelt University.

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.

About the Author Robert J. Kaden is the author of *Guerrilla Marketing Research*, co-author of *MORE Guerrilla Marketing Research* and President of The Kaden Company, a marketing research company. He has been in market research his entire career, spending a number of years in the research departments at various Chicago advertising agencies and, in the early 1970s, becoming President of Goldring Company. Goldring became one of Chicago's premier research suppliers, employing a staff of more than 40 market research professionals. He and his partners sold Goldring to MAI, plc, a U.K. financial and market research conglomerate, in 1989. In 1992, he started The Kaden Company and continues today to serve his marketing research clients. Bob has worked extensively in the retail, banking, credit card, food, consumer package goods, health care, educational, toy, technology and direct marketing industries. He has been involved in more than 3,500 focus-group and survey studies and has pioneered many unique quantitative and qualitative market research approaches. Over the years, he has written numerous articles on marketing research and new product development approaches for a variety of business websites and professional journals. He speaks frequently to business and university audiences on a wide range of research topics, with particular attention to the "Guerrilla" approach to marketing research. He has lectured widely and conducted numerous virtual seminars. His speaking engagements have taken him to many U.S. cities, as well as London, Paris and Moscow, where he addressed audiences on the use of attitude research in the direct marketing industry as well as on the application of creative problem-solving principles to marketing research problems. Additionally, he has taught as adjunct professor in the Medill Graduate Program at Northwestern University. Gerald Linda, the co-author of *MORE Guerrilla Marketing Research*, re-established the marketing consulting firm, Gerald Linda Associates, in 1994. The firm provides marketing strategy, planning and research services to a mix of large, sophisticated marketers as well as smaller, entrepreneurial companies. A second service is aiding advertising and public relations agencies with their new business and account planning efforts. And a third service area is assuming senior marketing leadership/ executive roles on an interim basis. Mr. Linda received a BS in Business Administration and a MBA at Northeastern University, Boston. He received the Candidate in Philosophy degree from the University of Michigan for completing his doctoral course work. He is a frequent writer, whose thinking has appeared dozens of times in refereed (*Journal of Marketing Research*, *Journal of Advertising Research*, *Views*, the *Journal of the Qualitative Research Consultants Association*), trade and professional publications. And he has made over 100 presentations and speeches at professional and trade association meetings and conferences. He is on the marketing faculty of the American Management Association and has served on the faculty of the American Marketing Association's School for Marketing Research. He also serves on the editorial review board for the *Journal of Current Issues in Research and Advertising*. Melvin Prince holds a Ph.D. degree from Columbia University. He is a professor of marketing at Southern Connecticut State University. He teaches graduate courses in marketing research, consumer behavior and advertising. Past academic appointments include teaching and research positions at Brandeis University, Fordham University, Pace, Iona College and Quinnipiac University. Dr. Prince is also President of Prince Associates and provides analytic counsel to research companies and their clients. He spearheaded the research and development of the instant coupon machine, a breakthrough in-store promotional device. His previous industry experience includes marketing research directorships at advertising agencies, manufacturing companies and the media. He worked in this capacity for BBDO and Marsteller agencies, National Brand Scanning, J. B. Williams, M Mrsquo;s Candies, and Scholastic Magazines. He is a member of the American Marketing Association, American Statistical Association, Association for Consumer Research, and the Society for Consumer Psychology, a division of the American Psychological Association. He has delivered addresses before the Advertising Research Foundation, the Association of National Advertisers and the Market Research Council. He has written three books, including *Consumer Research for Management Decisions*. His articles have previously appeared in such journals as *Journal of Business Venturing*, *Journal of Economic Psychology*, *Business Horizons*, *Business Strategy*, *Journal of Advertising* and *Journal of Advertising Research*. A major theme of

his articles include cutting edge issues in research methodology, such as the reliability of positioning studies, innovative approaches to focus groups, and potentials of mixed methods studies. He is a member of the editorial board of the *Journal of Business Research*.