

Qualitative Market Research

Hy Mariampolski

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#782298 in eBooks 2001-08-21 2016-05-09 File Name: B01FMG3ZI0 | File size: 28.Mb

Hy Mariampolski : Qualitative Market Research before purchasing it in order to gage whether or not it would be worth my time, and all praised Qualitative Market Research:

0 of 1 people found the following review helpful. Excellent resourceBy cranford RSExcellent work...covers it all...a great refresher for veterans in MR and a comprehensive resource for those new to the profession.0 of 1 people found the following review helpful. Five StarsBy CarolExcellent condition5 of 8 people found the following review helpful. FIVE WHYS BEFORE ONE HOW !By Rodney BlanckenbergThe break-through Japanese management researcher Ishikawa,What Is Total Quality Control?: The Japanese Way (Business Management) whose work was popular in the West in the 1960's as the 'Fish Bone' Diagramme, had a rule. Before you asked 'how'(you were to do anything) first

you exhausted the 'why' (it should be done at all or on a particular project or at a particular time). We have to disclose up-front that One Big Idea Consulting Limited NZ has been training and educating managements around the globe at board level in the Ishikawa philosophy for two decades... as it applies to marketing research, creative branding and intergrated RD. We are biased. No doubt about that. Guide to Quality Control Ishikawa has legs into the 21st century ! This Ishikawa focus, highlights the flaw of this otherwise quite decent novice guide to marketing research in its so called 'qualitative' guise. Too much 'how' and not nearly enough 'why'. Wendy Gordon's Good Thinking: A Guide to Qualitative Research is much more to the point... and much more in line with Ishikawa skepticism. For skeptical researchers with a few hundred projects behind their focus groups, observation windows and discussion panels and open-ended questionnaires, Gordon stands out as a veteran consumer researcher who tackles the really tough 'WHY' issues beyond the run-of-the-mill 'HOW'. Other than that, we have no quarrel with the Miriampolski content such as it is. For the beginners it is an OK starter, before you graduate to Gordon and tough-test your thinking. The key question is not so much as 'HOW' to apply one other research technique in the tool-box. The really critical issue is 'WHY' should one or other research project be done at all ! Gordon digs much deeper than Miriampolski in trying to answer the 'WHY'.

Qualitative Market Research follows through a complete research project from the perspective of both user and practitioner. In this respect, it can be used as both a continuous teaching text and training manual, or individual sections may be consulted to enhance knowledge of `best practices' and improve productivity in any specific research application. Section one begins with an overview of the history and philosophy behind the practice of qualitative research, using qualitative or quantitative approaches, organising qualitative research (particularly those in `practice' such as research consultants), qualitative research applications (including product development, branding and advertising) and the varieties of qualitative research

"An ideal resource for people aiming for a qualitative market research career, for academics interested to know more about an important field of application for qualitative research methods, or for those who are already engaged in the field and who wish to update their skills and reflect on their practice and profession." "It is the ultimate training guide, mixing scholastic rigor with a very readable style, geared to serve as an encyclopedic reference." nbsp; (Anne Ward)". . . a comprehensive survey of the topic . . . a complete resource and a fundamental yet creative cookbook . . . Mariampolski offers detailed suggestions on how to effectively set up each particular type of project with step-by-step guidelines on how to proceed at each stage along the way. . . . It will be very interesting to those who wish to work in marketing, advertising, or research." (Journal of Advertising Research) About the Author Qualitative Market Research will be an invaluable resource for commercial market researchers as well as essential reading for students in market research, marketing and business studies.