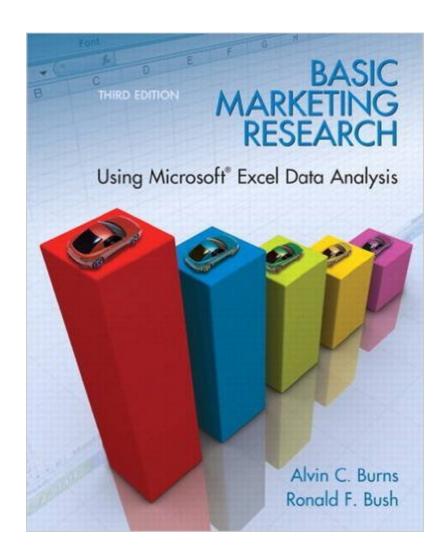
The book was found

Basic Marketing Research: Using Microsoft Excel Data Analysis, 3rd Edition





Synopsis

A concise presentation of marketing research fundamentals. Basic Marketing Research uses an Excel add-in software for data analysis, an integrated case, and experiential learning exercises to present a concise introduction to market research fundamentals. This text also provides readers with resources they can use in their careers. The ISBN above is just for the standalone book, if you want the book/IBM® SPSS® 18.0 Integrated Student Version you should order the ISBN listed below. 0132490633 / 9780132490634 Basic Marketing Research with Excel & IBM® SPSS® 18.0 Integrated Student Version Package Package consists of 0132151715 / 9780132151719 IBM® SPSS® 18.0 Integrated Student Version 0135078229 / 9780135078228 Basic Marketing Research with Excel .

Book Information

Paperback: 391 pages

Publisher: Pearson; 3rd edition (January 14, 2011)

Language: English

ISBN-10: 0135078229

ISBN-13: 978-0135078228

Product Dimensions: 7.9 x 0.9 x 9.7 inches

Shipping Weight: 1.4 pounds (View shipping rates and policies)

Average Customer Review: 3.7 out of 5 stars Â See all reviews (11 customer reviews)

Best Sellers Rank: #145,436 in Books (See Top 100 in Books) #88 in Books > Computers &

Technology > Software > Microsoft > Microsoft Excel #128 in Books > Business & Money >

Marketing & Sales > Marketing > Research #183 in Books > Textbooks > Business & Finance >

Marketing

Customer Reviews

The data analysis plugin featured in this book and used for the exercises is not available anymore. You can probably find plenty of replacement analysis plugins/macros for excel, but the exercises are XL Data Analyst specific.

Just kidding. It's a textbook.... About marketing and Excel. Woo hoo! It did the job and provided the necessary information related to a basic marketing research course.

It's a rental so I'm not sure what I expected but the book is falling apart and it's actually kind of

As a poor student I'm not excited about spending \$100+ on textbooks. This book arrived quickly (within three days), in great condition for a used paperback textbook. I'm extremely happy with the renting option on thus far, as well as the amount of savings I'm receiving. Hopefully the process of sending it back goes just as smoothly!

I got this book for my class I am taking in college. It is good so far.

Book was poor quality but it's a book so I don't care

Download to continue reading...

Basic Marketing Research: Using Microsoft Excel Data Analysis, 3rd Edition Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) EXCEL: From Beginner to Expert - 2 Manuscripts + 2 BONUS BOOKS - Excel for Everyone, Data Analysis and Business Modeling (Functions and Formulas, Macros, MS Excel 2016, Shortcuts, Microsoft Office) Analytics: Data Science, Data Analysis and Predictive Analytics for Business (Algorithms, Business Intelligence, Statistical Analysis, Decision Analysis, Business Analytics, Data Mining, Big Data) Data Analytics: What Every Business Must Know About Big Data And Data Science (Data Analytics for Business, Predictive Analysis, Big Data) Data Analytics: Practical Data Analysis and Statistical Guide to Transform and Evolve Any Business. Leveraging the Power of Data Analytics, Data ... (Hacking Freedom and Data Driven) (Volume 2) Data Analysis and Data Mining using Microsoft Business Intelligence Tools: Excel 2010, Access 2010, and Report Builder 3.0 with SQL Server Office 2016 For Beginners- The PERFECT Guide on Microsoft Office: Including Microsoft Excel Microsoft PowerPoint Microsoft Word Microsoft Access and more! Professional Excel Development: The Definitive Guide to Developing Applications Using Microsoft Excel, VBA, and .NET (2nd Edition) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Professional Excel Development: The Definitive Guide to Developing Applications Using Microsoft Excel and VBA Microsoft Excel 2013

Data Analysis with Tables Quick Reference Guide (Cheat Sheet of Instructions, Tips & Shortcuts - Laminated Card) Microsoft Excel 2013 Data Analysis and Business Modeling Marketing Analytics: Data-Driven Techniques with Microsoft Excel Data Analysis Using SQL and Excel Using Microsoft Excel and Access 2013 for Accounting (with Student Data CD-ROM) GO! with Microsoft PowerPoint 2013 Brief, GO! with Microsoft Excel 2013 Brief, GO! with Microsoft Access 2013 Brief Spreadsheets: Using Microsoft Excel 97 or Microsoft Office 97 (Software Guides)

<u>Dmca</u>