



International Marketing Research

V. Kumar

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Offering a sound theoretical base supported by relevant and current examples, this practical, detailed, and well-documented guide takes readers through all phases of developing and conducting international marketing research - from analyzing the nature and scope of the research, to the preliminary stages, gathering data, designing the questionnaires, sampling, analyzing the data, and more - plus includes numerous country-specific examples and provides valuable training in using the Internet for research purposes. Presents broad and comprehensive coverage of the most current information on research methodologies available. Contains examples and references from ongoing international marketing research projects, and offers country-specific information to aid researchers in conducting studies in an international market. Shows how to use the internet as an effective resource.

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