## MN2315: Marketing Research



Bradley, Nigel. 2013a. 'Analysis'. in Marketing Research: Tools & Techniques. Oxford: Oxford University Press.

Bradley, Nigel. 2013b. 'Audience and Advertising Research'. in Marketing Research: Tools & Techniques. Oxford: Oxford University Press.

Bradley, Nigel. 2013c. 'Business to Business Research'. in Marketing Research: Tools & Techniques. Oxford: Oxford University Press.

Bradley, Nigel. 2013d. 'International Research'. in Marketing Research: Tools & Techniques . Oxford: Oxford University Press.

Bradley, Nigel. 2013e. 'Introduction to Marketing Research'. in Marketing Research: Tools & Techniques. Oxford: Oxford University Press.

Bradley, Nigel. 2013f. Marketing Research: Tools & Techniques. 3rd Edition. Oxford: Oxford University Press.

Bradley, Nigel. 2013g. 'Planning Research'. in Marketing Research: Tools & Techniques. Oxford: Oxford University Press.

Bradley, Nigel. 2013h. 'Primary Data'. in Marketing Research: Tools & Techniques. Oxford: Oxford University Press.

Bradley, Nigel. 2013i. 'Qualitative Research'. in Marketing Research: Tools & Techniques. Oxford: Oxford University Press.

Bradley, Nigel. 2013j. 'Quantitative Research'. in Marketing Research: Tools & Techniques. Oxford: Oxford University Press.

Bradley, Nigel. 2013k. 'Questionnaires and Topic Guides'. in Marketing Research: Tools & Techniques. Oxford: Oxford University Press.

Bradley, Nigel. 2013I. 'Reporting and Presentation'. in Marketing Research: Tools & Techniques. Oxford: Oxford University Press.

Bradley, Nigel. 2013m. 'Sampling'. in Marketing Research: Tools & Techniques. Oxford: Oxford University Press.

Bradley, Nigel. 2013n. 'Secondary Data'. in Marketing Research: Tools & Techniques. Oxford: Oxford University Press. Bradley, Nigel. 2013o. 'Web Metrics'. in Marketing Research: Tools & Techniques. Oxford: Oxford University Press.

Hague, P. N., M. Harrison, J. Cupman, and O. Truman. 2016a. 'Data Analysis'. in Market Research in Practice: An Introduction to Gaining Greater Market Insight. London: KoganPage.

Hague, P. N., M. Harrison, J. Cupman, and O. Truman. 2016b. 'Data Analysis'. in Market research in practice: an introduction to gaining greater market insight. London: KoganPage.

Hague, P. N., M. Harrison, J. Cupman, and O. Truman. 2016c. 'Depth Interviewing'. in Market Research in Practice: An Introduction to Gaining Greater Market Insight. London: KoganPage.

Hague, P. N., M. Harrison, J. Cupman, and O. Truman. 2016d. 'Depth Interviewing'. in Market research in practice: an introduction to gaining greater market insight. London: KoganPage.

Hague, P. N., M. Harrison, J. Cupman, and O. Truman. 2016e. 'Desk Research'. in Market Research in Practice: An Introduction to Gaining Greater Market Insight. London: KoganPage.

Hague, P. N., M. Harrison, J. Cupman, and O. Truman. 2016f. 'Desk Research'. in Market research in practice: an introduction to gaining greater market insight. London: KoganPage.

Hague, P. N., M. Harrison, J. Cupman, and O. Truman. 2016g. 'Ethics in Market Research'. in Market Research in Practice: An Introduction to Gaining Greater Market Insight. London: KoganPage.

Hague, P. N., M. Harrison, J. Cupman, and O. Truman. 2016h. 'Ethics in Market Research'. in Market research in practice: an introduction to gaining greater market insight. London: KoganPage.

Hague, P. N., M. Harrison, J. Cupman, and O. Truman. 2016i. 'Focus Groups'. in Market Research in Practice: An Introduction to Gaining Greater Market Insight. London: KoganPage.

Hague, P. N., M. Harrison, J. Cupman, and O. Truman. 2016j. 'Focus Groups'. in Market research in practice: an introduction to gaining greater market insight. London: KoganPage.

Hague, P. N., M. Harrison, J. Cupman, and O. Truman. 2016k. 'International Market Research'. in Market Research in Practice: An Introduction to Gaining Greater Market Insight. London: KoganPage.

Hague, P. N., M. Harrison, J. Cupman, and O. Truman. 2016l. 'International Market Research'. in Market research in practice: an introduction to gaining greater market insight . London: KoganPage.

Hague, P. N., M. Harrison, J. Cupman, and O. Truman. 2016m. 'Market Research Design'. in

Market research in practice: an introduction to gaining greater market insight. London: KoganPage.

Hague, P. N., M. Harrison, J. Cupman, and O. Truman. 2016n. 'Observation and Ethnography'. in Market Research in Practice: An Introduction to Gaining Greater Market Insight. London: KoganPage.

Hague, P. N., M. Harrison, J. Cupman, and O. Truman. 2016o. 'Observation and Ethnography'. in Market research in practice: an introduction to gaining greater market insight. London: KoganPage.

Hague, P. N., M. Harrison, J. Cupman, and O. Truman. 2016p. 'Online Surveys'. in Market Research in Practice: An Introduction to Gaining Greater Market Insight. London: KoganPage.

Hague, P. N., M. Harrison, J. Cupman, and O. Truman. 2016q. 'Online Surveys'. in Market research in practice: an introduction to gaining greater market insight. London: KoganPage.

Hague, P. N., M. Harrison, J. Cupman, and O. Truman. 2016r. 'Qualitative Research'. in Market Research in Practice: An Introduction to Gaining Greater Market Insight. London: KoganPage.

Hague, P. N., M. Harrison, J. Cupman, and O. Truman. 2016s. 'Qualitative Research'. in Market research in practice: an introduction to gaining greater market insight. London: KoganPage.

Hague, P. N., M. Harrison, J. Cupman, and O. Truman. 2016t. 'Reporting'. in Market Research in Practice: An Introduction to Gaining Greater Market Insight. London: KoganPage.

Hague, P. N., M. Harrison, J. Cupman, and O. Truman. 2016u. 'Reporting'. in Market research in practice: an introduction to gaining greater market insight. London: KoganPage.

Hague, P. N., M. Harrison, J. Cupman, and O. Truman. 2016v. 'Research Trends'. in Market Research in Practice: An Introduction to Gaining Greater Market Insight. London: KoganPage.

Hague, P. N., M. Harrison, J. Cupman, and O. Truman. 2016w. 'Research Trends'. in Market research in practice: an introduction to gaining greater market insight. London: KoganPage.

Hague, P. N., M. Harrison, J. Cupman, and O. Truman. 2016x. 'Uses of Market Research'. in Market Research in Practice: An Introduction to Gaining Greater Market Insight. London: KoganPage.

Hague, P. N., M. Harrison, J. Cupman, and O. Truman. 2016y. 'Uses of Market Research'. in Market research in practice: an introduction to gaining greater market insight. London: KoganPage.

Hague, Paul N., Matthew Harrison, Julia Cupman, and Oliver Truman. 2016a. 'Market

Research Design'. Pp. 17–32 in Market Research in Practice: An Introduction to Gaining Greater Market Insight. London: KoganPage.

Hague, Paul N., Matthew Harrison, Julia Cupman, and Oliver Truman. 2016b. Market Research in Practice: An Introduction to Gaining Greater Market Insight. Third edition. London: KoganPage.

Hague, Paul N., Matthew Harrison, Julia Cupman, and Oliver Truman. 2016c. Market Research in Practice: An Introduction to Gaining Greater Market Insight. Third edition. London: KoganPage.

Hague, Paul N., Matthew Harrison, Julia Cupman, and Oliver Truman. 2016d. Market Research in Practice: An Introduction to Gaining Greater Market Insight. Third edition. London: KoganPage.

Hague, Paul N., Matthew Harrison, Julia Cupman, and Oliver Truman. 2016e. Market Research in Practice: An Introduction to Gaining Greater Market Insight. Third edition. London: KoganPage.

Hague, Paul N., Matthew Harrison, Julia Cupman, Oliver Truman, and Dawsonera. 2016f. Market Research in Practice: An Introduction to Gaining Greater Market Insight. Third edition. London: KoganPage.

Hague, Paul N., Matthew Harrison, Julia Cupman, Oliver Truman, and Dawsonera. 2016g. Market Research in Practice: An Introduction to Gaining Greater Market Insight. Third edition. London: KoganPage.

Hague, Paul N., Matthew Harrison, Julia Cupman, Oliver Truman, and Dawsonera. 2016h. Market Research in Practice: An Introduction to Gaining Greater Market Insight. Third edition. London: KoganPage.

Hague, Paul N., Matthew Harrison, Julia Cupman, Oliver Truman, and Dawsonera. 2016i. Market Research in Practice: An Introduction to Gaining Greater Market Insight. Third edition. London: KoganPage.