## MN2315: Marketing Research



Bradley, N. (2013a). Analysis. In Marketing Research: Tools & Techniques (Third edition). Oxford University Press.

Bradley, N. (2013b). Audience and Advertising Research. In Marketing Research: Tools & Techniques (Third edition). Oxford University Press.

Bradley, N. (2013c). Business to Business Research. In Marketing Research: Tools & Techniques (Third edition). Oxford University Press.

Bradley, N. (2013d). International Research. In Marketing Research: Tools & Techniques (Third edition). Oxford University Press.

Bradley, N. (2013e). Introduction to Marketing Research. In Marketing Research: Tools & Techniques (Third edition). Oxford University Press.

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

Bradley, N. (2013g). Planning Research. In Marketing Research: Tools & Techniques (Third edition). Oxford University Press.

Bradley, N. (2013h). Primary Data. In Marketing Research: Tools & Techniques (Third edition). Oxford University Press.

Bradley, N. (2013i). Qualitative Research. In Marketing Research: Tools & Techniques (Third edition). Oxford University Press.

Bradley, N. (2013j). Quantitative Research. In Marketing Research: Tools & Techniques (Third edition). Oxford University Press.

Bradley, N. (2013k). Questionnaires and Topic Guides. In Marketing Research: Tools & Techniques (Third edition). Oxford University Press.

Bradley, N. (2013I). Reporting and Presentation. In Marketing Research: Tools & Techniques (Third edition). Oxford University Press.

Bradley, N. (2013m). Sampling. In Marketing Research: Tools & Techniques (Third edition). Oxford University Press.

Bradley, N. (2013n). Secondary Data. In Marketing Research: Tools & Techniques (Third edition). Oxford University Press.

Bradley, N. (2013o). Web Metrics. In Marketing Research: Tools & Techniques (Third edition). Oxford University Press.

Hague, P. N., Harrison, M., Cupman, J., & Truman, O. (2016a). Data Analysis. In Market Research in Practice: An Introduction to Gaining Greater Market Insight (Third edition). KoganPage.

Hague, P. N., Harrison, M., Cupman, J., & Truman, O. (2016b). Data Analysis. In Market research in practice: an introduction to gaining greater market insight (Third edition). KoganPage.

http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749475864

Hague, P. N., Harrison, M., Cupman, J., & Truman, O. (2016c). Depth Interviewing. In Market Research in Practice: An Introduction to Gaining Greater Market Insight (Third edition). KoganPage.

Hague, P. N., Harrison, M., Cupman, J., & Truman, O. (2016d). Depth Interviewing. In Market research in practice: an introduction to gaining greater market insight (Third edition). KoganPage.

http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749475864

Hague, P. N., Harrison, M., Cupman, J., & Truman, O. (2016e). Desk Research. In Market Research in Practice: An Introduction to Gaining Greater Market Insight (Third edition). KoganPage.

Hague, P. N., Harrison, M., Cupman, J., & Truman, O. (2016f). Desk Research. In Market research in practice: an introduction to gaining greater market insight (Third edition). KoganPage.

http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749475864

Hague, P. N., Harrison, M., Cupman, J., & Truman, O. (2016g). Ethics in Market Research. In Market Research in Practice: An Introduction to Gaining Greater Market Insight (Third edition). KoganPage.

Hague, P. N., Harrison, M., Cupman, J., & Truman, O. (2016h). Ethics in Market Research. In Market research in practice: an introduction to gaining greater market insight (Third edition). KoganPage.

http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749475864

Hague, P. N., Harrison, M., Cupman, J., & Truman, O. (2016i). Focus Groups. In Market Research in Practice: An Introduction to Gaining Greater Market Insight (Third edition). KoganPage.

Hague, P. N., Harrison, M., Cupman, J., & Truman, O. (2016j). Focus Groups. In Market research in practice: an introduction to gaining greater market insight (Third edition). KoganPage.

- Hague, P. N., Harrison, M., Cupman, J., & Truman, O. (2016k). International Market Research. In Market Research in Practice: An Introduction to Gaining Greater Market Insight (Third edition). KoganPage.
- Hague, P. N., Harrison, M., Cupman, J., & Truman, O. (2016l). International Market Research. In Market research in practice: an introduction to gaining greater market insight (Third edition). KoganPage.

http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749475864

Hague, P. N., Harrison, M., Cupman, J., & Truman, O. (2016m). Market Research Design. In Market Research in Practice: An Introduction to Gaining Greater Market Insight (Third edition, pp. 17–32). KoganPage.

Hague, P. N., Harrison, M., Cupman, J., & Truman, O. (2016n). Market Research Design. In Market research in practice: an introduction to gaining greater market insight (Third edition). KoganPage.

http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749475864

Hague, P. N., Harrison, M., Cupman, J., & Truman, O. (2016o). Market Research in Practice: An Introduction to Gaining Greater Market Insight (Third edition). KoganPage.

Hague, P. N., Harrison, M., Cupman, J., & Truman, O. (2016p). Market Research in Practice: An Introduction to Gaining Greater Market Insight (Third edition). KoganPage.

Hague, P. N., Harrison, M., Cupman, J., & Truman, O. (2016q). Market Research in Practice: An Introduction to Gaining Greater Market Insight (Third edition). KoganPage.

Hague, P. N., Harrison, M., Cupman, J., & Truman, O. (2016r). Market Research in Practice: An Introduction to Gaining Greater Market Insight (Third edition). KoganPage.

Hague, P. N., Harrison, M., Cupman, J., & Truman, O. (2016s). Observation and Ethnography. In Market Research in Practice: An Introduction to Gaining Greater Market Insight (Third edition). KoganPage.

Hague, P. N., Harrison, M., Cupman, J., & Truman, O. (2016t). Observation and Ethnography. In Market research in practice: an introduction to gaining greater market insight (Third edition). KoganPage.

http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749475864

Hague, P. N., Harrison, M., Cupman, J., & Truman, O. (2016u). Online Surveys. In Market Research in Practice: An Introduction to Gaining Greater Market Insight (Third edition). KoganPage.

Hague, P. N., Harrison, M., Cupman, J., & Truman, O. (2016v). Online Surveys. In Market research in practice: an introduction to gaining greater market insight (Third edition). KoganPage.

- Hague, P. N., Harrison, M., Cupman, J., & Truman, O. (2016w). Qualitative Research. In Market Research in Practice: An Introduction to Gaining Greater Market Insight (Third edition). KoganPage.
- Hague, P. N., Harrison, M., Cupman, J., & Truman, O. (2016x). Qualitative Research. In Market research in practice: an introduction to gaining greater market insight (Third edition). KoganPage.

http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749475864

- Hague, P. N., Harrison, M., Cupman, J., & Truman, O. (2016y). Reporting. In Market Research in Practice: An Introduction to Gaining Greater Market Insight (Third edition). KoganPage.
- Hague, P. N., Harrison, M., Cupman, J., & Truman, O. (2016z). Reporting. In Market research in practice: an introduction to gaining greater market insight (Third edition). KoganPage.

http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749475864

- Hague, P. N., Harrison, M., Cupman, J., & Truman, O. (2016aa). Research Trends. In Market Research in Practice: An Introduction to Gaining Greater Market Insight (Third edition). KoganPage.
- Hague, P. N., Harrison, M., Cupman, J., & Truman, O. (2016ab). Research Trends. In Market research in practice: an introduction to gaining greater market insight (Third edition). KoganPage.

http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749475864

- Hague, P. N., Harrison, M., Cupman, J., & Truman, O. (2016ac). Uses of Market Research. In Market Research in Practice: An Introduction to Gaining Greater Market Insight (Third edition). KoganPage.
- Hague, P. N., Harrison, M., Cupman, J., & Truman, O. (2016ad). Uses of Market Research. In Market research in practice: an introduction to gaining greater market insight (Third edition). KoganPage.

http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749475864

Hague, P. N., Harrison, M., Cupman, J., Truman, O., & Dawsonera. (2016a). Market research in practice: an introduction to gaining greater market insight (Third edition). KoganPage.

http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749475864

Hague, P. N., Harrison, M., Cupman, J., Truman, O., & Dawsonera. (2016b). Market research in practice: an introduction to gaining greater market insight (Third edition). KoganPage.

Hague, P. N., Harrison, M., Cupman, J., Truman, O., & Dawsonera. (2016c). Market research in practice: an introduction to gaining greater market insight (Third edition). KoganPage. http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749475864

Hague, P. N., Harrison, M., Cupman, J., Truman, O., & Dawsonera. (2016d). Market research in practice: an introduction to gaining greater market insight (Third edition). KoganPage.