

# MN2315: Marketing Research

View Online



---

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

———. 2013b. 'Audience and Advertising Research'. In Marketing Research: Tools & Techniques, Third edition. Oxford: Oxford University Press.

———. 2013c. 'Business to Business Research'. In Marketing Research: Tools & Techniques, Third edition. Oxford: Oxford University Press.

———. 2013d. 'International Research'. In Marketing Research: Tools & Techniques, Third edition. Oxford: Oxford University Press.

———. 2013e. 'Introduction to Marketing Research'. In Marketing Research: Tools & Techniques, Third edition. Oxford: Oxford University Press.

———. 2013f. Marketing Research: Tools & Techniques. 3rd Edition. Oxford: Oxford University Press.

———. 2013g. 'Planning Research'. In Marketing Research: Tools & Techniques, Third edition. Oxford: Oxford University Press.

———. 2013h. 'Primary Data'. In Marketing Research: Tools & Techniques, Third edition. Oxford: Oxford University Press.

———. 2013i. 'Qualitative Research'. In Marketing Research: Tools & Techniques, Third edition. Oxford: Oxford University Press.

———. 2013j. 'Quantitative Research'. In Marketing Research: Tools & Techniques, Third edition. Oxford: Oxford University Press.

———. 2013k. 'Questionnaires and Topic Guides'. In Marketing Research: Tools & Techniques, Third edition. Oxford: Oxford University Press.

———. 2013l. 'Reporting and Presentation'. In Marketing Research: Tools & Techniques, Third edition. Oxford: Oxford University Press.

———. 2013m. 'Sampling'. In Marketing Research: Tools & Techniques, Third edition. Oxford: Oxford University Press.

———. 2013n. 'Secondary Data'. In Marketing Research: Tools & Techniques, Third edition. Oxford: Oxford University Press.

———. 2013o. 'Web Metrics'. In *Marketing Research: Tools & Techniques*, Third edition. 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*, Third edition. London: KoganPage.

———. 2016b. 'Data Analysis'. In *Market Research in Practice: An Introduction to Gaining Greater Market Insight*, Third edition. London: KoganPage.  
<http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749475864>.

———. 2016c. 'Depth Interviewing'. In *Market Research in Practice: An Introduction to Gaining Greater Market Insight*, Third edition. London: KoganPage.

———. 2016d. 'Depth Interviewing'. In *Market Research in Practice: An Introduction to Gaining Greater Market Insight*, Third edition. London: KoganPage.  
<http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749475864>.

———. 2016e. 'Desk Research'. In *Market Research in Practice: An Introduction to Gaining Greater Market Insight*, Third edition. London: KoganPage.

———. 2016f. 'Desk Research'. In *Market Research in Practice: An Introduction to Gaining Greater Market Insight*, Third edition. London: KoganPage.  
<http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749475864>.

———. 2016g. 'Ethics in Market Research'. In *Market Research in Practice: An Introduction to Gaining Greater Market Insight*, Third edition. London: KoganPage.

———. 2016h. 'Ethics in Market Research'. In *Market Research in Practice: An Introduction to Gaining Greater Market Insight*, Third edition. London: KoganPage.  
<http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749475864>.

———. 2016i. 'Focus Groups'. In *Market Research in Practice: An Introduction to Gaining Greater Market Insight*, Third edition. London: KoganPage.

———. 2016j. 'Focus Groups'. In *Market Research in Practice: An Introduction to Gaining Greater Market Insight*, Third edition. London: KoganPage.  
<http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749475864>.

———. 2016k. 'International Market Research'. In *Market Research in Practice: An Introduction to Gaining Greater Market Insight*, Third edition. London: KoganPage.

———. 2016l. 'International Market Research'. In *Market Research in Practice: An Introduction to Gaining Greater Market Insight*, Third edition. London: KoganPage.  
<http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749475864>.

- . 2016m. 'Market Research Design'. In *Market Research in Practice: An Introduction to Gaining Greater Market Insight*, Third edition. London: KoganPage.  
<http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749475864>.
- . 2016n. 'Observation and Ethnography'. In *Market Research in Practice: An Introduction to Gaining Greater Market Insight*, Third edition. London: KoganPage.
- . 2016o. 'Observation and Ethnography'. In *Market Research in Practice: An Introduction to Gaining Greater Market Insight*, Third edition. London: KoganPage.  
<http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749475864>.
- . 2016p. 'Online Surveys'. In *Market Research in Practice: An Introduction to Gaining Greater Market Insight*, Third edition. London: KoganPage.
- . 2016q. 'Online Surveys'. In *Market Research in Practice: An Introduction to Gaining Greater Market Insight*, Third edition. London: KoganPage.  
<http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749475864>.
- . 2016r. 'Qualitative Research'. In *Market Research in Practice: An Introduction to Gaining Greater Market Insight*, Third edition. London: KoganPage.
- . 2016s. 'Qualitative Research'. In *Market Research in Practice: An Introduction to Gaining Greater Market Insight*, Third edition. London: KoganPage.  
<http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749475864>.
- . 2016t. 'Reporting'. In *Market Research in Practice: An Introduction to Gaining Greater Market Insight*, Third edition. London: KoganPage.
- . 2016u. 'Reporting'. In *Market Research in Practice: An Introduction to Gaining Greater Market Insight*, Third edition. London: KoganPage.  
<http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749475864>.
- . 2016v. 'Research Trends'. In *Market Research in Practice: An Introduction to Gaining Greater Market Insight*, Third edition. London: KoganPage.
- . 2016w. 'Research Trends'. In *Market Research in Practice: An Introduction to Gaining Greater Market Insight*, Third edition. London: KoganPage.  
<http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749475864>.
- . 2016x. 'Uses of Market Research'. In *Market Research in Practice: An Introduction to Gaining Greater Market Insight*, Third edition. London: KoganPage.
- . 2016y. 'Uses of Market Research'. In *Market Research in Practice: An Introduction to Gaining Greater Market Insight*, Third edition. London: KoganPage.  
<http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749475864>.

Hague, Paul N., Matthew Harrison, Julia Cupman, and Oliver Truman. 2016a. 'Market Research Design'. In *Market Research in Practice: An Introduction to Gaining Greater Market Insight*, Third edition, 17–32. London: KoganPage.

———. 2016b. *Market Research in Practice: An Introduction to Gaining Greater Market Insight*. Third edition. London: KoganPage.

———. 2016c. *Market Research in Practice: An Introduction to Gaining Greater Market Insight*. Third edition. London: KoganPage.

———. 2016d. *Market Research in Practice: An Introduction to Gaining Greater Market Insight*. Third edition. London: KoganPage.

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

———. 2016g. *Market Research in Practice: An Introduction to Gaining Greater Market Insight*. Third edition. London: KoganPage.  
<http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749475864>.

———. 2016h. *Market Research in Practice: An Introduction to Gaining Greater Market Insight*. Third edition. London: KoganPage.  
<http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749475864>.

———. 2016i. *Market Research in Practice: An Introduction to Gaining Greater Market Insight*. Third edition. London: KoganPage.  
<http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749475864>.