

MN2315: Marketing Research

[View Online](#)

[1]

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

[2]

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

[3]

P. N. Hague, M. Harrison, J. Cupman, O. Truman, and Dawsonera, Market research in practice: an introduction to gaining greater market insight, Third edition. London: KoganPage, 2016. [Electronic resource]. Available: <http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749475864>

[4]

N. Bradley, 'Introduction to Marketing Research', in Marketing Research: Tools & Techniques, Third edition., Oxford: Oxford University Press, 2013.

[5]

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

[6]

P. N. Hague, M. Harrison, J. Cupman, O. Truman, and Dawsonera, Market research in practice: an introduction to gaining greater market insight, Third edition. London: KoganPage, 2016. [Electronic resource]. Available: <http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749475864>

[7]

P. N. Hague, M. Harrison, J. Cupman, and O. Truman, 'Market Research Design', in Market Research in Practice: An Introduction to Gaining Greater Market Insight, Third edition., London: KoganPage, 2016, pp. 17–32.

[8]

P. N. Hague, M. Harrison, J. Cupman, and O. Truman, 'Market Research Design', in Market research in practice: an introduction to gaining greater market insight, Third edition., London: KoganPage, 2016. [Electronic resource]. Available: <http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749475864>

[9]

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

[10]

P. N. Hague, M. Harrison, J. Cupman, and O. Truman, 'Uses of Market Research', in Market research in practice: an introduction to gaining greater market insight, Third edition., London: KoganPage, 2016. [Electronic resource]. Available: <http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749475864>

[11]

N. Bradley, 'Planning Research', in Marketing Research: Tools & Techniques, Third edition., Oxford: Oxford University Press, 2013.

[12]

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

[13]

P. N. Hague, M. Harrison, J. Cupman, and O. Truman, 'Desk Research', in Market research in practice: an introduction to gaining greater market insight, Third edition., London: KoganPage, 2016. [Electronic resource]. Available:
<http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749475864>

[14]

N. Bradley, 'Secondary Data', in Marketing Research: Tools & Techniques, Third edition., Oxford: Oxford University Press, 2013.

[15]

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

[16]

P. N. Hague, M. Harrison, J. Cupman, and O. Truman, 'Qualitative Research', in Market research in practice: an introduction to gaining greater market insight, Third edition., London: KoganPage, 2016. [Electronic resource]. Available:
<http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749475864>

[17]

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

[18]

P. N. Hague, M. Harrison, J. Cupman, and O. Truman, 'Focus Groups', in Market research in practice: an introduction to gaining greater market insight, Third edition., London: KoganPage, 2016. [Electronic resource]. Available: <http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749475864>

[19]

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

[20]

P. N. Hague, M. Harrison, J. Cupman, and O. Truman, 'Depth Interviewing', in Market research in practice: an introduction to gaining greater market insight, Third edition., London: KoganPage, 2016. [Electronic resource]. Available: <http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749475864>

[21]

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

[22]

P. N. Hague, M. Harrison, J. Cupman, and O. Truman, 'Observation and Ethnography', in Market research in practice: an introduction to gaining greater market insight, Third edition., London: KoganPage, 2016. [Electronic resource]. Available: <http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749475864>

[23]

N. Bradley, 'Qualitative Research', in Marketing Research: Tools & Techniques, Third edition., Oxford: Oxford University Press, 2013.

[24]

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

[25]

P. N. Hague, M. Harrison, J. Cupman, O. Truman, and Dawsonera, Market research in practice: an introduction to gaining greater market insight, Third edition. London: KoganPage, 2016. [Electronic resource]. Available: <http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749475864>

[26]

N. Bradley, 'Primary Data', in Marketing Research: Tools & Techniques, Third edition., Oxford: Oxford University Press, 2013.

[27]

N. Bradley, 'Sampling', in Marketing Research: Tools & Techniques, Third edition., Oxford: Oxford University Press, 2013.

[28]

N. Bradley, 'Questionnaires and Topic Guides', in Marketing Research: Tools & Techniques, Third edition., Oxford: Oxford University Press, 2013.

[29]

N. Bradley, 'Quantitative Research', in Marketing Research: Tools & Techniques, Third edition., Oxford: Oxford University Press, 2013.

[30]

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

[31]

P. N. Hague, M. Harrison, J. Cupman, and O. Truman, 'Online Surveys', in Market research in practice: an introduction to gaining greater market insight, Third edition., London: KoganPage, 2016. [Electronic resource]. Available: <http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749475864>

[32]

N. Bradley, 'Analysis', in Marketing Research: Tools & Techniques, Third edition., Oxford: Oxford University Press, 2013.

[33]

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

[34]

P. N. Hague, M. Harrison, J. Cupman, and O. Truman, 'Data Analysis', in Market research in practice: an introduction to gaining greater market insight, Third edition., London: KoganPage, 2016. [Electronic resource]. Available: <http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749475864>

[35]

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

[36]

P. N. Hague, M. Harrison, J. Cupman, and O. Truman, 'Reporting', in Market research in practice: an introduction to gaining greater market insight, Third edition., London: KoganPage, 2016. [Electronic resource]. Available: <http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749475864>

[37]

N. Bradley, 'Reporting and Presentation', in Marketing Research: Tools & Techniques, Third edition., Oxford: Oxford University Press, 2013.

[38]

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

[39]

P. N. Hague, M. Harrison, J. Cupman, O. Truman, and Dawsonera, Market research in practice: an introduction to gaining greater market insight, Third edition. London: KoganPage, 2016. [Electronic resource]. Available: <http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749475864>

[40]

N. Bradley, 'Business to Business Research', in Marketing Research: Tools & Techniques, Third edition., Oxford: Oxford University Press, 2013.

[41]

N. Bradley, 'International Research', in Marketing Research: Tools & Techniques, Third edition., Oxford: Oxford University Press, 2013.

[42]

N. Bradley, 'Audience and Advertising Research', in Marketing Research: Tools & Techniques, Third edition., Oxford: Oxford University Press, 2013.

[43]

N. Bradley, 'Web Metrics', in Marketing Research: Tools & Techniques, Third edition., Oxford: Oxford University Press, 2013.

[44]

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

[45]

P. N. Hague, M. Harrison, J. Cupman, and O. Truman, 'International Market Research', in *Market research in practice: an introduction to gaining greater market insight*, Third edition., London: KoganPage, 2016. [Electronic resource]. Available: <http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749475864>

[46]

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

[47]

P. N. Hague, M. Harrison, J. Cupman, and O. Truman, 'Research Trends', in *Market research in practice: an introduction to gaining greater market insight*, Third edition., London: KoganPage, 2016. [Electronic resource]. Available: <http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749475864>

[48]

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

[49]

P. N. Hague, M. Harrison, J. Cupman, and O. Truman, 'Ethics in Market Research', in *Market research in practice: an introduction to gaining greater market insight*, Third edition., London: KoganPage, 2016. [Electronic resource]. Available: <http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749475864>