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This book takes an application-oriented approach, wonderfully enhanced by the creation of a custom website that will enable students to complete their marketing research project with our online support. Students are given the tools and skills necessary to solve business problems and exploit business opportunities. There are three significant ways in which this book differs from any other in the market: First, it provides a greater balance between primary and secondary information and the techniques and methods that underpin these two important types of data. Second, it deals thoroughly with the critical research tools and skills that will be required of today and tomorrow's marketing researchers and business decision-makers. Third, with its in-depth coverage of secondary research, the practice of customer-based management is highlighted as this book helps students see what real companies are doing for their marketing research. --This text refers to an out of print or unavailable edition of this title.