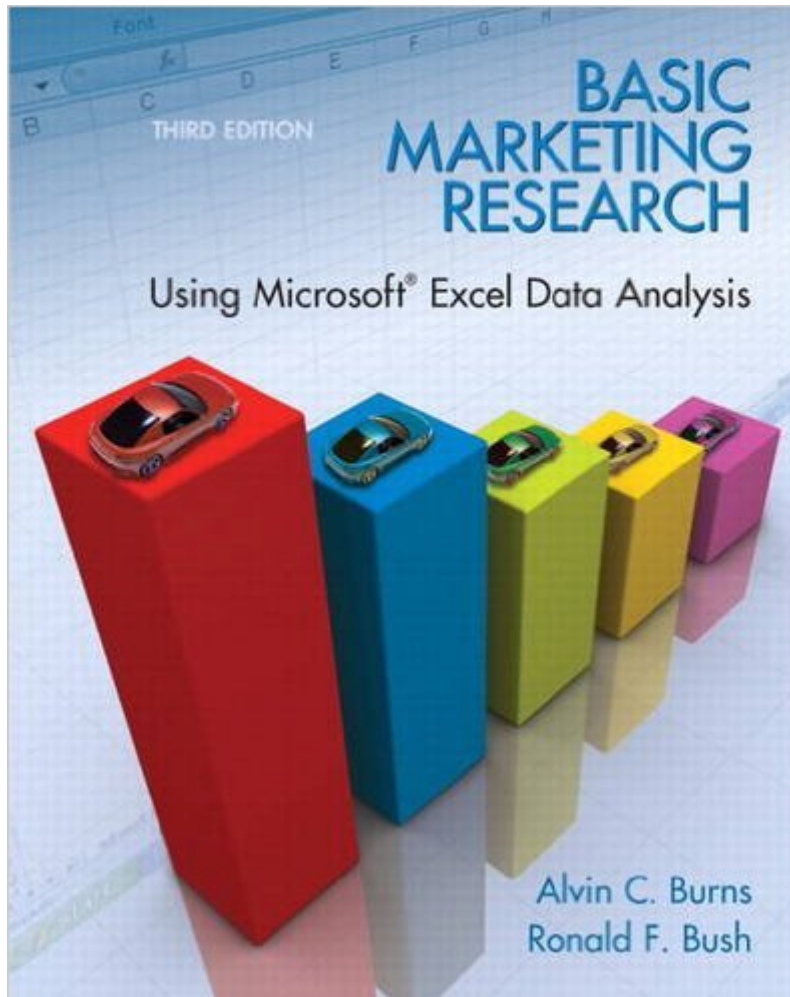


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Basic Marketing Research: Using Microsoft Excel Data Analysis, 3rd Edition



Synopsis

A concise presentation of marketing research fundamentals. Basic Marketing Research uses an Excel add-in software for data analysis, an integrated case, and experiential learning exercises to present a concise introduction to market research fundamentals. This text also provides readers with resources they can use in their careers. The ISBN above is just for the standalone book, if you want the book/IBM® SPSS® 18.0 Integrated Student Version you should order the ISBN listed below. 0132490633 / 9780132490634 Basic Marketing Research with Excel & IBM® SPSS® 18.0 Integrated Student Version Package Package consists of 0132151715 / 9780132151719 IBM® SPSS® 18.0 Integrated Student Version 0135078229 / 9780135078228 Basic Marketing Research with Excel .

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Customer Reviews

The data analysis plugin featured in this book and used for the exercises is not available anymore. You can probably find plenty of replacement analysis plugins/macros for excel, but the exercises are XL Data Analyst specific.

Just kidding. It's a textbook.... About marketing and Excel. Woo hoo! It did the job and provided the necessary information related to a basic marketing research course.

It's a rental so I'm not sure what I expected but the book is falling apart and it's actually kind of

gross... lol

As a poor student I'm not excited about spending \$100+ on textbooks. This book arrived quickly (within three days), in great condition for a used paperback textbook. I'm extremely happy with the renting option on thus far, as well as the amount of savings I'm receiving. Hopefully the process of sending it back goes just as smoothly!

I got this book for my class I am taking in college. It is good so far.

Book was poor quality but it's a book so I don't care

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