



# Designing Your Study (Basic Marketing Research Book 1)

*Scott Smith, Gerald Albaum*

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Basic Marketing Research Volume 1 will not only introduce you to marketing research, but show you how to focus your research design, find secondary sources of information, conduct interviews through personal, telephone, mail and Internet based surveys and interviews. This text also provides an introduction to conducting qualitative research (focus groups and hierarchical value mapping), determining sample size, and how to conduct an experimental design.

Using clear, easy-to-understand language, you will gain a well-seasoned understanding of the basics of marketing research. Whether you are doing a class project, or conducting professional research, Smith and Albaum will have you ready to quickly complete your own research project.

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