



Marketing Research That Pays Off: Case Histories of Marketing Research Leading to Success in the Marketplace (Haworth Marketing Resources)

By William Winston, Larry Percy

 Download

 Read Online

Marketing Research That Pays Off: Case Histories of Marketing Research Leading to Success in the Marketplace (Haworth Marketing Resources) By William Winston, Larry Percy

From Oreos, Jell-O, raisins, and milk to amusement parks, retail centers, ATMs, and mutual funds, the case studies presented in Marketing Research That Pays Off offer you insight into how actual companies have used market research to successfully solve marketing problems. Editor Larry Percy has collected a series of cases from consumer, service, and industrial marketing executives that provides a problem/solution look at how to address major marketing issues with marketing research. The studies presented cover such topics as communications issues, new product introduction, brand equity, brand positioning, and sales analysis. Because they represent successful applications of marketing research to challenging questions, these cases offer a number of specific lessons. Throughout, Marketing Research That Pays Off shows you how to:

- use the right sample for reliable data
- reduce the time needed for traditionally multi-phased research
- avoid the pitfalls of short-term effects in tracking data
- deal with multinational research
- use attitude measures to help interpret sales data
- involve marketing management to ensure acceptance of results
- make effective use of small budgets

The format of each chapter allows the authors to pose a question or present a particular marketing problem and then take you step-by-step through the solution. Actual problems solved include how to improve upon a successful campaign, revitalize a failing retail center, avoid misunderstanding in conducting multinational research, use scanner data to help understand the package goods market, avoid being misled by short-term effects in tracking data, learn what aspects of a package attract attention and what they communicate, and how to effectively reach both children and their parents with one message--all on a small budget.

It is the unique problem/solution approach to marketing research that makes Marketing Research That Pays Off especially valuable to all marketing research

professionals and beginner- to mid-level marketing managers. In addition, the book's easy-to-read presentation of case studies makes it approachable and useful as a companion text for classes in marketing and marketing research.

 [Download Marketing Research That Pays Off: Case Histories o ...pdf](#)

 [Read Online Marketing Research That Pays Off: Case Histories ...pdf](#)

Marketing Research That Pays Off: Case Histories of Marketing Research Leading to Success in the Marketplace (Haworth Marketing Resources)

By William Winston, Larry Percy

Marketing Research That Pays Off: Case Histories of Marketing Research Leading to Success in the Marketplace (Haworth Marketing Resources) By William Winston, Larry Percy

From Oreos, Jell-O, raisins, and milk to amusement parks, retail centers, ATMs, and mutual funds, the case studies presented in *Marketing Research That Pays Off* offer you insight into how actual companies have used market research to successfully solve marketing problems. Editor Larry Percy has collected a series of cases from consumer, service, and industrial marketing executives that provides a problem/solution look at how to address major marketing issues with marketing research. The studies presented cover such topics as communications issues, new product introduction, brand equity, brand positioning, and sales analysis. Because they represent successful applications of marketing research to challenging questions, these cases offer a number of specific lessons. Throughout, *Marketing Research That Pays Off* shows you how to:

- use the right sample for reliable data
- reduce the time needed for traditionally multi-phased research
- avoid the pitfalls of short-term effects in tracking data
- deal with multinational research
- use attitude measures to help interpret sales data
- involve marketing management to ensure acceptance of results
- make effective use of small budgets

The format of each chapter allows the authors to pose a question or present a particular marketing problem and then take you step-by-step through the solution. Actual problems solved include how to improve upon a successful campaign, revitalize a failing retail center, avoid misunderstanding in conducting multinational research, use scanner data to help understand the package goods market, avoid being misled by short-term effects in tracking data, learn what aspects of a package attract attention and what they communicate, and how to effectively reach both children and their parents with one message--all on a small budget.

It is the unique problem/solution approach to marketing research that makes *Marketing Research That Pays Off* especially valuable to all marketing research professionals and beginner- to mid-level marketing managers. In addition, the book's easy-to-read presentation of case studies makes it approachable and useful as a companion text for classes in marketing and marketing research.

Marketing Research That Pays Off: Case Histories of Marketing Research Leading to Success in the Marketplace (Haworth Marketing Resources) By William Winston, Larry Percy Bibliography

- Sales Rank: #6993654 in Books
- Brand: Brand: Routledge
- Published on: 1997-02-28
- Original language: English
- Number of items: 1

- Dimensions: 8.50" h x .90" w x 6.00" l, 1.40 pounds
- Binding: Hardcover
- 286 pages

 [Download Marketing Research That Pays Off: Case Histories o ...pdf](#)

 [Read Online Marketing Research That Pays Off: Case Histories ...pdf](#)

Download and Read Free Online Marketing Research That Pays Off: Case Histories of Marketing Research Leading to Success in the Marketplace (Haworth Marketing Resources) By William Winston, Larry Percy

Editorial Review

About the Author

Larry Percy is Visiting Professor at the University of Oxford and an advertising communications consultant. He has worked for a number of leading advertising agencies in the United States, including Lintas and Young and Rubicam, and has taught marketing theory, advertising strategy, and advertising research at Carnegie-Mellon University and the University of Pittsburgh. He is the author of several other books on advertising and marketing communications and sits on the editorial board of a number of journals, including the Journal of Marketing Research. He is also a former Industry Director of the Association for Consumer Research in the United States. Richard Elliott is Professor of Marketing and Consumer Research, Warwick Business School, and prior to this was Professor of Marketing at the University of Exeter. He has worked in brand management with a number of multinationals and was formerly account manager at the international advertising agency Norman, Craig and Kummel. He has published articles in numerous journals and taught at Lancaster University, the London Business School, and the ESSEC in Paris. His research interests include socio-cultural aspects of advertising, dysfunctional consumer behaviour, and consumption and self-identity issues.

Users Review

From reader reviews:

Kim Duncan:

Have you spare time for any day? What do you do when you have a lot more or little spare time? Sure, you can choose the suitable activity for spend your time. Any person spent their spare time to take a wander, shopping, or went to the particular Mall. How about open or maybe read a book called Marketing Research That Pays Off: Case Histories of Marketing Research Leading to Success in the Marketplace (Haworth Marketing Resources)? Maybe it is to become best activity for you. You realize beside you can spend your time with the favorite's book, you can better than before. Do you agree with it is opinion or you have additional opinion?

Allen Goehring:

As people who live in the actual modest era should be up-date about what going on or details even knowledge to make these individuals keep up with the era that is certainly always change and move ahead. Some of you maybe will certainly update themselves by looking at books. It is a good choice for you personally but the problems coming to you is you don't know what one you should start with. This Marketing Research That Pays Off: Case Histories of Marketing Research Leading to Success in the Marketplace (Haworth Marketing Resources) is our recommendation to help you keep up with the world. Why, because book serves what you want and want in this era.

Edmond Pounds:

Reading a book to be new life style in this calendar year; every people loves to study a book. When you examine a book you can get a lot of benefit. When you read guides, you can improve your knowledge, simply because book has a lot of information onto it. The information that you will get depend on what types of book that you have read. If you want to get information about your research, you can read education books, but if you want to entertain yourself read a fiction books, this kind of us novel, comics, in addition to soon. The Marketing Research That Pays Off: Case Histories of Marketing Research Leading to Success in the Marketplace (Haworth Marketing Resources) offer you a new experience in looking at a book.

Robert Auclair:

Do you like reading a publication? Confuse to looking for your best book? Or your book has been rare? Why so many issue for the book? But almost any people feel that they enjoy regarding reading. Some people likes looking at, not only science book but also novel and Marketing Research That Pays Off: Case Histories of Marketing Research Leading to Success in the Marketplace (Haworth Marketing Resources) as well as others sources were given know-how for you. After you know how the good a book, you feel would like to read more and more. Science book was created for teacher or maybe students especially. Those textbooks are helping them to bring their knowledge. In additional case, beside science guide, any other book likes Marketing Research That Pays Off: Case Histories of Marketing Research Leading to Success in the Marketplace (Haworth Marketing Resources) to make your spare time a lot more colorful. Many types of book like this.

Download and Read Online Marketing Research That Pays Off: Case Histories of Marketing Research Leading to Success in the Marketplace (Haworth Marketing Resources) By William Winston, Larry Percy #5UAV3XS08TC

Read Marketing Research That Pays Off: Case Histories of Marketing Research Leading to Success in the Marketplace (Haworth Marketing Resources) By William Winston, Larry Percy for online ebook

Marketing Research That Pays Off: Case Histories of Marketing Research Leading to Success in the Marketplace (Haworth Marketing Resources) By William Winston, Larry Percy Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Marketing Research That Pays Off: Case Histories of Marketing Research Leading to Success in the Marketplace (Haworth Marketing Resources) By William Winston, Larry Percy books to read online.

Online Marketing Research That Pays Off: Case Histories of Marketing Research Leading to Success in the Marketplace (Haworth Marketing Resources) By William Winston, Larry Percy ebook PDF download

Marketing Research That Pays Off: Case Histories of Marketing Research Leading to Success in the Marketplace (Haworth Marketing Resources) By William Winston, Larry Percy Doc

Marketing Research That Pays Off: Case Histories of Marketing Research Leading to Success in the Marketplace (Haworth Marketing Resources) By William Winston, Larry Percy Mobipocket

Marketing Research That Pays Off: Case Histories of Marketing Research Leading to Success in the Marketplace (Haworth Marketing Resources) By William Winston, Larry Percy EPub