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"The fifth edition of this well known text continues to comprehensively discuss the tools and techniques used for marketing research which facilitates managerial decision-making. With the addition of new cases and a new chapter on Ethical Issues in Marketing Research, this new edition adds further clarity to the process of market research. A better design and coverage makes this edition vital for postgraduate and undergraduate students of management and commerce as well as for the practitioners of marketing research. Highlights -- A new chapter on Ethical Issues in Marketing Research highlighting major ethical issues involved in different stages of the research process. -- More coverage on research designs - Exploratory & Descriptive Research Designs and Causal Research Designs in two separate chapters. -- A new section in Chapter 8 providing a comparative idea of observation and communication methods based on criteria such as versatility, business logistics and data quality. -- New topics such as experimentation in marketing research, searching published external data and guidance to handle non-responses in a survey. -- 44 new and updated cases providing students with an updated real-world look into the testing market scenarios of today."

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