



Exploring Marketing Research (Book Only)

By William G. Zikmund, Barry J. Babin

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EXPLORING MARKETING RESEARCH deals with the design, collection, analysis, and reporting of marketing research data relevant to a firm's current and future needs. The text focuses on students as managers, not practitioners, of marketing research. Students learn about traditional types of marketing research, such as designing questionnaires, as well as the latest technological developments that facilitate marketing research including data collection devices, data analysis tools, and practical approaches to data analysis. In addition, this edition places more emphasis on ethical and international issues relating to marketing research.

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Editorial Review

About the Author

A native of the Chicago area, William G. Zikmund was a professor of marketing at Oklahoma State University and died shortly after completing the eighth edition. He received a Ph.D. in business administration with a concentration in marketing from the University of Colorado. Before beginning his academic career, Professor Zikmund worked in marketing research for Conway/Millikin Company (a marketing research supplier) and Remington Arms Company (an extensive user of marketing research). Professor Zikmund also has served as a marketing research consultant to several business and nonprofit organizations. During his academic career, Professor Zikmund published dozens of articles and papers in a diverse group of scholarly journals, ranging from the *Journal of Marketing* to the *Accounting Review* to the *Journal of Applied Psychology*. In addition to *Exploring Marketing Research*, Professor Zikmund authored *Essentials of Marketing Research*, *Business Research Methods*, *Marketing*, *Effective Marketing*, and a work of fiction, *A Corporate Bestiary*. Professor Zikmund was a member of several professional organizations, including the American Marketing Association, the Academy of Marketing Science, the Association for Consumer Research, the Society for Marketing Advances, the Marketing Educators' Association, and the Association of Collegiate Marketing Educators. He served on the editorial review boards of the *Journal of Marketing Education*, *Marketing Education Review*, *Journal of the Academy of Marketing Science*, and *Journal of Business Research*.

In addition to co-authoring four textbooks, Barry Babin has published over seventy research publications in prestigious periodicals such as the *Journal of Marketing*, the *Journal of Consumer Research*, the *Journal of Business Research*, the *Journal of Retailing*, *Psychological Reports*, *Psychology and Marketing*, and the *Journal of the Academy of Marketing Science*. Dr. Babin has won also numerous honors for his research, including the University of Southern Mississippi's Louis K. Brandt Faculty Research Award (on three occasions), the 1996 Society for Marketing Advances (SMA) Steven J. Shaw Award, and the 1997 Omerre Deserres Award for Outstanding Contributions to Retail and Service Environment Research. His research focuses on the effect of the service environment on employees and customers, and his expertise lies in building successful outcomes that support long-lasting, mutually beneficial relationships with employees and customers. He also has expertise in encouraging creativity in the workplace and wine marketing. Dr. Babin's primary teaching specialties involve consumers and service quality, marketing research, and creative problem solving, and he is a popular and frequent international presenter, having lectured in countries including Australia, South Korea, France, Germany, Canada and the United Kingdom. Dr. Babin is current president of the Academy of Marketing Sciences, former president of the Society of Marketing Advances, and marketing editor for the *Journal of Business Research*.

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