



Market Research Handbook

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The fifth edition of what was formerly known as *The ESOMAR Handbook of Market and Opinion Research* has been completely revised to reflect the latest approaches in the rapidly changing world of professional market research. The new Handbook stands out from earlier editions by explaining the latest research techniques and methodologies within a contemporary business context. Yet it remains an invaluable and practical day to day reference work for the modern market researcher.

Truly international in outlook and approach, the Handbook combines contributions from over 40 research thought leaders and specialists from across the world including the UK, US, Europe, Australia and S.E.Asia.

"The editors and authors make an overdue contribution to bridging the Theory-Practice divide. Their client perspective will delight, inform and inspire market research specialists and users alike."

—**Prof. Seán Meehan** (Switzerland), Martin Hilti Professor of Marketing and Change Management, IMD – International Institute for Management Development

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Editorial Review

Review

"The new edition reflects the changing needs of researchers...[it] will definitely find a place on the corner of my desk..." (*Admap*, January 2008)

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To facilitate this ongoing dialogue, ESOMAR creates and manages a comprehensive programme of industry-specific and thematic conferences, publications and communications, as well as advocating self-regulation and the worldwide code of practice.

From the Back Cover

The fifth edition of THE HANDBOOK OF MARKET RESEARCH has been completely revised to reflect the latest approaches in the rapidly changing world of professional market research. The new Handbook stands out from earlier editions by explaining the latest research techniques and methodologies within a contemporary business context. Yet it remains an invaluable and practical day to day reference work for the modern market researcher.

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"The completely revised ESOMAR Handbook enables market researchers to gain not only an excellent grasp of the full suite of available research techniques, but also a greater understanding and appreciation of how to achieve deeper business insights."

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