



# Marketing Research: Tools and Techniques

By Nigel Bradley

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## Marketing Research: Tools and Techniques By Nigel Bradley

Building on the success of the previous editions, the third edition of Marketing Research: Tools and Techniques provides an accessible and engaging insight into marketing research. Based on the concept of the Marketing Research Mix, the text is organized around the core themes of research preparation, data collection, analysis and communication of findings, and how skills and techniques are used in different research contexts. The author adopts a sound balance between theory and practice and demonstrates how marketing concepts can be carried out in reality, and which methods are most appropriate for particular types of research.

The new edition has been fully revised to reflect the wealth of digital developments and contains new case studies on renowned commercial brands such as BMW, Google, McDonalds, Whiskas, Tesco, The National Student Survey (NSS), Eurobarometer and BMI Healthcare. Supported by a full range of pedagogical features, the author enables students to understand the issues involved in carrying out research and the potential pitfalls to be aware of, thereby ensuring a clear understanding of the overall subject.

The book is accompanied by a comprehensive Online Resource Centre which offers the following resources for students and lecturers:

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Multiple choice questions

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### Editorial Review

#### About the Author

Sadly, Nigel Bradley passed away as this edition was going to press. Nigel was dedicated to his work in an extraordinary way. Author of Marketing Research and Senior Lecturer in Marketing at Westminster Business School, he cared passionately about the teaching and learning process, always wanting to deliver the best possible resources for lecturers and students. He worked closely and collaboratively with OUP, with outstanding efficiency and seeking to innovate wherever possible. He was a pleasure to work with and will be sadly missed.

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