

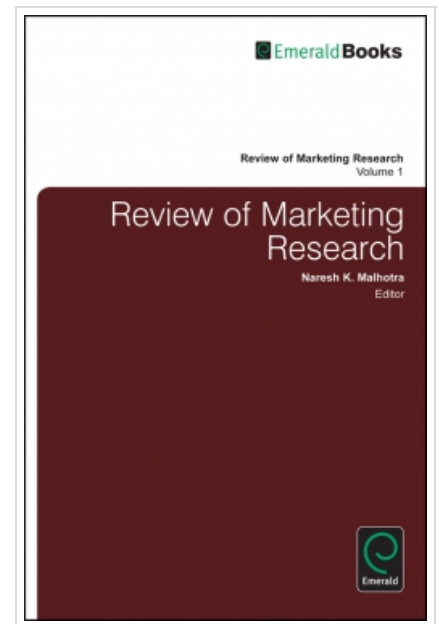
Review of Marketing Research

Review of Marketing Research

Naresh K. Malhotra

About the Book

The Review of Marketing Research annual series provides current, state-of-the-art articles by the marketing field's leading researchers and academicians. In contrast to other research publications in the field that impose rigid limitations on the length of articles, RMR publishes longer chapters that are not only theoretically rigorous but also offer richer detail, including literature reviews, cutting-edge methodologies, empirical studies, emerging trends, international developments, guidelines for implementation, and suggestions for future theory development and testing. Edited by Naresh K. Malhotra along with a distinguished Editorial Review Board drawn from the leading figures in marketing research and theory, the annual Review of Marketing Research volumes include approximately 7-8 chapters. Each contribution undergoes a rigorous double-blind review process, and each volume represents an across-the-board view of the full range of current marketing research methodologies.



Format: Hardback

Pagination: 352

Price: £85.99 \$139.99 €104.99

Publication Date: 30th Sep 2004

ISBN: 9780765613042