

# Review of Marketing Research

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## About the Book

This volume provides case studies, analysis and frameworks, reviews key studies and techniques, offers theoretical explanations, identifies unanswered questions and research opportunities, and discusses significant managerial and policy implications as well as incorporating insights from literatures across the disciplines of marketing, management and psychology in an integrative manner. It substantially aids efforts to understand, model, and make predictions about both the firm and the consumer and provide fertile areas for future research. Topics examined in details include: a significant content analysis of publications in all the top marketing journals over an extended period of 25 years revealing the leading authors, institutions and topics; an integrative conceptualization of how firms set and alter strategic goals; the problems that firms confront when introducing an Internet channel; referral equity that captures the net effect of all referrals for a supplier firm in the market; research on the question-behavior effect (QBE), the phenomenon that asking questions influences respondents' behavior; techniques for modelling heterogeneous data in partial least squares (PLS).



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