



International Marketing Research: Concepts and Methods

C. Samuel Craig, Susan P. Douglas

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International Marketing Research is widely regarded as the definitive textbook in its field. In this second edition, Craig and Douglas discuss recent developments in the scope and extent of international marketing research. They also examine advances in both quantitative and qualitative research techniques. Greater attention is paid to issues such as decentering of the research design, scale development, measurement equivalence and reliability, and multi-country data analysis. The explosive rate of growth in communications technology and the impact of the Internet on research in the international environment are also considered. Craig and Douglas conclude with a discussion of how further progress can be made in international marketing research. 'the authors have written a book that truly emphasizes the international aspect of marketing research. Their book is both different and appealing to academics and practitioners alike.' Paul Green The Wharton School, University of Pennsylvania 'The second, long-awaited edition of this seminal text is extremely well researched and provides excellent coverage of virtually every aspect of international marketing research. Definitely a must read.' Adamantios Diamantopoulos The Business School, Loughborough University 'The globalization of brands over the past few years has meant that the management of international research projects has become increasingly more important and complicated. This book covers many complex issues in a systematic way and will provide useful and practical information to both marketers and researchers'. Michel Olszewski Executive Director, Research International, London

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