



New Methods of Market Research and Analysis (Hardback)

By G. Scott Erickson

Edward Elgar Publishing Ltd, United Kingdom, 2017. Hardback. Condition: New. Language: English . Brand New Book. New Methods of Market Research and Analysis prepares readers for the new reality posed by big data and marketing analytics. While connecting to traditional research approaches such as surveys and focus groups, this book shows how new technologies and new analytical capabilities are rapidly changing the way marketers obtain and process their information. In particular, the prevalence of big data systems always monitoring key performance indicators, trends toward more research using observation or observation and communication together, new technologies such as mobile, apps, geo-locators, and others, as well as the deep analytics allowed by cheap data processing and storage are all covered and placed in context. Scott Erickson goes beyond the buzzwords to provide relevant explanations of the meaning and impact of both big data and analytics, placing them in context with traditional marketing research. His engaging subject matter focuses on the practical aspects of big data concepts, precisely defining and illustrating key concepts and providing illuminating real world examples. This approachable style enables marketers to understand what data scientists are doing with big data systems and analytics, giving them a taste of the...



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