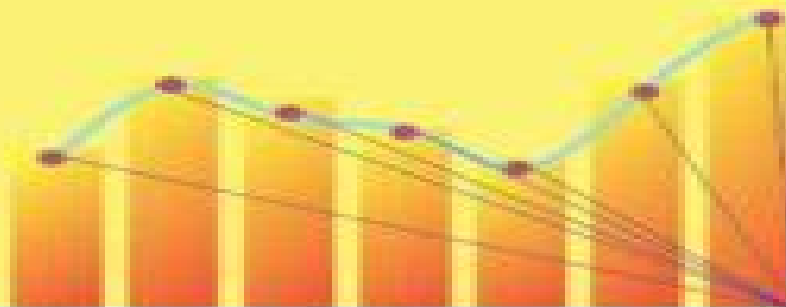




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**Carl D. McDaniel, Roger Gates, Kenneth  
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Traditional research methods in marketing can be illuminating when used well but all too often their results fail to provide the depth of understanding that organisations need to anticipate market needs *Doing Marketing Research* enables researchers to get greater depth and meaning from their research and organisations to make smarter strategic decisions This unique book explains market sensing simply and practically and demonstrates how it can benefit researchers It teaches non mainstream and alternative research methods which facilitate innovative research design and achieve deep insights into the mindsets of consumers The methods explored in this book include sensory research using ZMET discourse analysis consumer ethnography social media networks narrative and storytelling and gamification This second edition has been fully updated to include several new chapters covering newer methods and topics including the Delphi method archival research visual methods and the decolonisation of research With a wealth of examples diverse case studies and pedagogy such as seminar activities to aid student learning this textbook is recommended and core reading for advanced undergraduate and postgraduate students studying marketing research and business research methods more generally as well as marketing practitioners Online resources include PowerPoint lecture slides *Marketing Research* P. Narayana Reddy, G. V. R. K. Acharyulu, 2011

*AI-Driven Marketing Research and Data Analytics* Masengu, Reason, Chiwaridzo, Option Takunda, Dube, Mercy, Ruzive, Benson, 2024-04-22 The surge in technological advancements coupled with the exponential growth of data has left marketers grappling with the need for a paradigm shift The once established methods of consumer engagement are now overshadowed by the complexities of the digital age demanding a profound understanding of artificial intelligence AI and data analytics The gap between academic knowledge and practical applications in the field of marketing has widened leaving industry professionals educators and students seeking a comprehensive resource to navigate the intricacies of this transformative era *AI Driven Marketing Research and Data Analytics* is a groundbreaking book that serves as a beacon for marketers educators and industry leaders alike With a keen focus on the symbiotic relationship between AI data analytics and marketing research this book bridges the gap between theory and practice It not only explores the historical evolution of marketing but also provides an innovative examination of how AI and data analytics are reshaping the landscape Through real time case studies ethical considerations and in depth insights the book offers a holistic solution to the challenges faced by marketing professionals in the digital age

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