



International Marketing Research

C. Samuel Craig, Susan P. Douglas

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The third edition of *International Marketing Research* is completely updated to reflect changes in both the structure and practice of international marketing research. Industry consolidation of research firms has accelerated as they strive to better serve global clients. The Internet has burst on to the scene as an alternative way to gather information and conduct surveys rapidly. Increasingly research is being conducted in developing countries as firms expand operations into markets such as India and China. The coverage of research in developing markets has been expanded in the third edition. In addition, to all the updates and changes, a chapter has been added that deals with conceptual and methodological issues in designing and executing research.

- A complete guide to modern international marketing research techniques by two pioneers in the field.
- Authoritative coverage of all the latest electronic research techniques.

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