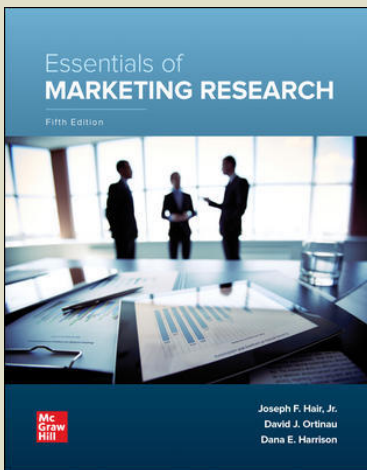# List of Changes

Essentials of Marketing Research
5th Edition

Joseph Hair, Jr., David Ortinau, Dana Harrison

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Essentials of Marketing Research delivers a concise, up-to-date review of a broad variety of marketing research topics. Its **application-oriented** approach equips students with tools and skills necessary to solve business problems and maximize opportunities. The authors' years of practical market research experience is evidenced in throughout through their treatment of qualitative research, coverage of sample size rules-of-thumb, background literature reviews, and new market research tools and techniques.

Essentials of Marketing Research gives students a strong command of market research principles, while at the same time being concise enough for use alongside cases & other course projects. A continuing case throughout enables the professor to illustrate the applied concepts using a realistic example throughout the term. The companion data set is provided to allow students to complete a competitive analysis. In addition, 5 additional data sets are available for use on additional cases or other projects. Available with McGraw-Hill Connect® and SmartBook® 2.0.

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Part 1: The Role and Value of Marketing Research Information

Chapter 1 – Marketing Research for Managerial Decision Making
- Updated chapter to include current information on big data and digital marketing when discussing the challenges of marketing research.
- Added current examples of analytical techniques and tools used by marketers.
- Discussed how marketers are now using advanced tools and techniques to collect data and examine research problems.
- Developed new marketing research dashboard to reflect current issues.
- Commented on the changing educational marketing research landscape to meet desirable new marketing skills.
- Added updated information surrounding GDPR and other data privacy regulations that likely will impact marketing researchers, particularly in Europe, but also to some extent in the U.S., Canada, and Australia.

Chapter 2 – The Marketing Research Process and Proposals
- Reorganized previous four-phase marketing research process. Now 11 separate steps to follow. This reorganization simplifies understanding of the process.
- Developed new marketing research dashboard to reflect a more recent situation.
- Added more recent examples in the body of the chapter.
- Included more description of situation analysis and SWOT analysis.

Part 2: Designing the Marketing Research Project

Chapter 3 – Secondary Data, Literature Reviews and Hypotheses
- Added material on searching with key words and using Google Scholar.
- Included additional material on strengths and weaknesses of secondary data.
- Added more variables that could be used in secondary data collection.
- Included additional sources of secondary data.
- Updated marketing blogs to reflect most current sites.
- Developed new marketing research dashboard to reflect a most recent use case.

Chapter 4 – Exploratory and Observational Research Designs and Data Collection Approaches
- Expanded coverage of netnography.
- Expanded coverage of sentiment analysis and opinion mining.
- Added discussion of Social Mention and Photovoice.

Chapter 5 – Descriptive and Causal Research Designs
- Added updated examples.
- Included clarification of socially desirable responses by respondents.
- Added updated information on frequency of usage of selected types of survey methods.
- Expanded coverage on online surveys and platforms.

Part 3: Gathering and Collecting Accurate Data

Chapter 6 – Sampling: Theory and Methods
- Added explanation of how to apply PSPP to execute sampling exercises.
- Added material on sampling and the use of research panels.

Chapter 7 – Measurement and Scaling
- Included new examples of the consequence of researchers using incomplete conceptualizations and inadequate measurements of important constructs.
- Added two new sub-sections in the "What is a Construct? Section. Sections added were on "Categorical Types of Information" and "Properties of Scale Measurements". Also added a new Exhibit 7.2 that describes each property and provides examples of each property.
- Tiger Woods example was replaced with a more recent Capital One "What's in your wallet?" example.
- Added discussion of the pros and cons of including a midpoint scale point. descriptor representing "neither/nor" on semantic differential scale designs.
- Revised and updated discussion questions.

Chapter 8 – Designing the Questionnaire
- Updated the Chapter Vignette to represent a more current example.
- Added social media metrics to the Santa Fe questionnaire.
- Added more information on IRB approval.
- Reordered and simplified the research objectives discussion.
- Discussion of "Step 5 Obtain Initial Client Approval" was expanded to include the importance of obtaining approval from the Institutional Research Board (IRB) when conducting academic-based research.
- Updated Marketing Research in Action examples.

Part 4: Data Preparation, Analysis and Reporting the Results

Chapter 9 – Analyzing and Reporting Qualitative Research
- Edited to simplify understanding.
- Revised examples to simplify understanding.
- Added a new vignette.
- Updated examples of qualitative data types and sources.

Chapter 10 – Preparing Data for Quantitative Analysis
- Improved the quality of tables and figures.
- Added explanation of how to use PSPP – free software clone of SPSS.
- Instructions on how to use PSPP will be available.
- Revised and updated Excel instructions for data analysis.

Chapter 11 – Basic Data Analysis for Quantitative Research
- Improved the quality of all tables and figures.
- Added explanation of how to use PSPP – free software clone of SPSS.
- Expanded section on interpretation of results.

Chapter 12 – Examining Relationships in Quantitative Research
- Improved the quality of all tables and figures.
- Added explanation of how to use PSPP – free software clone of SPSS.
- Added new section on interpretation of results.

Chapter 13 – Communicating Marketing Research Findings
- Revised and expanded examples, including a new Marketing Research Dashboard.
- Improved tables to communicate more effectively.
- Added examples of using Tableau software to communicate marketing research results.

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