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# Marketing Research Principles

*Putting Theory into Practice*

Kenneth E. Clow, University of Louisiana, Monroe  
Karen E. James, Louisiana State University at Shreveport

Review Copies: [info@textbookmedia.com](mailto:info@textbookmedia.com)



Marketing Research Principles:  
*Putting Theory into Practice 3e*

Kenneth E. Clow, Ph.D. and Karen E. James, Ph.D.



## About the new 3rd Edition:

*Why* the authors wrote this textbook:

- methods used to teach marketing research do not reflect practices occurring in the marketing research industry
- current texts do not meet the needs of the majority of students enrolled in the Marketing Research course required for marketing majors
- current texts *cost too much!*

*4* themes set Clow-James 3e apart:

- emphasis on how to use marketing research for better management decisions
- focus on understanding and interpreting marketing research studies
- application of marketing research to marketing and business situations
- integration of data analysis, interpretation, application, data presentation, and decision making throughout the text.

### For Instructors:

Instructor's Manual  
Test Item File  
(formatted for major LMS platforms)  
PowerPoint Lecture Slides  
SPSS Data Sets

### For Students:

Free SPSS Data Sets  
Free Video Labs  
Lecture Guide  
Quizlet Study Apps

#### Student Options | Prices

Online Book:	\$39.95
Online   BW Loose Leaf:	\$49.95
Online   BW Paperback:	\$59.95
Online   Color Paperback:	\$69.95



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