



Using Secondary Data in Marketing Research: United States and Worldwide

Gordon Patzer

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Using Secondary Data in Marketing Research discusses thoroughly the use of secondary data in marketing research. It explains the underlying reasons why secondary data are less expensive than primary data, the technology associated with secondary data, how to evaluate the quality of secondary data, and how to locate secondary data. It also provides an encyclopedic listing of specific sources of secondary data, including a listing of sources of global/worldwide information to assist marketing decision making. An important resource for marketing professionals, academics, and graduate students of marketing.

The book begins with an overview that includes an international case in marketing. The following six chapters comprise the first part of the book, which delineates the advantages and disadvantages of secondary data, and reveals precisely how to evaluate their quality. These chapters identify differences between internal and external secondary data, including specific types of each. The second part begins with an overview that also includes an actual case in marketing. The following five chapters contain comprehensive listings of specific secondary data information sources, categorized according to the following: sources of information specific to marketing; global/worldwide information sources; sources of information regarding American Census Data; information sources about industries, corporations, and finances; and general business information sources.

Please note: This book, written when Internet and E-mail were in their dawn, references these two topics accordingly. Since then computer tools and technologies have changed dramatically. However, information about using secondary data in marketing research discussed throughout this book has not changed and continues to be fully accurate and pertinent today, as well as in the past and no-doubt in the future.

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