



Qualitative Consumer and Marketing Research

Russell W. Belk, Eileen Fischer, Robert Kozinets

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- How is qualitative marketing and consumer research conducted today?
- What is rigorous research in this field?
- What are the new, cutting edge techniques?

Written for students, scholars, and marketing research practitioners, this book takes readers through the basics to an advanced understanding of the latest developments in qualitative marketing and consumer research. The book offers readers a practical guide to planning, conducting, analyzing, and presenting research using both time-tested and new methods, skills and technologies. With hands-on exercises that researchers can practice and apply, the book leads readers step-by-step through developing qualitative researching skills, using illustrations drawn from the best of recent and classic research.

Whatever your background, this book will help you become a better researcher and help your research come alive for others.

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