



Qualitative Marketing Research

David J. Carson, Audrey Gilmore, Chad Perry, Kjell Gronhaug

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As the importance of marketing to business grows, and as new concepts and applications of marketing emerge and evolve, so too does the need for up-to-date market intelligence. This book recognizes that the contribution which qualitative research can make to market understanding and insight is immense, and that statistical information flows are never enough but need to be compounded by market intelligence gained through qualitative methods.

Qualitative Marketing Research clearly explains the use and importance of qualitative methods, clarifying the theories behind the methodology and providing concrete examples and exercises which illustrate its application to Management Studies and Marketing.

This book is intended for all students of marketing who are required to complete their studies with a dissertation or research project.

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