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"This book explores areas such as strategy development, service contracts, human capital management, leadership, management, marketing, e-government, and e-commerce"--Provided by publisher.

This is the first book to show the capabilities of Microsoft Excel in teaching marketing statistics effectively. It is a step-by-step exercise-driven guide for students and practitioners who need to master Excel to solve practical marketing problems. If understanding statistics isn't your strongest suit, you are not especially mathematically-inclined, or if you are wary of computers, this is the right book for you. Excel, a widely available computer program for students and managers, is also an effective teaching and learning tool for quantitative analyses in marketing courses. Its powerful computational ability and graphical functions make learning statistics much easier than in years past. However, Excel 2016 for Marketing Statistics: A Guide to Solving Practical Problems is the first book to capitalize on these improvements by teaching students and managers how to apply Excel to statistical techniques necessary in their courses and work. Each chapter explains statistical formulas and directs the reader to use Excel commands to solve specific, easy-to-understand marketing problems. Practice problems are provided at the end of each chapter with their solutions in an appendix. Separately, there is a full Practice Test (with answers in an Appendix) that allows readers to test what they have learned.

This book shows the capabilities of Microsoft Excel in teaching marketing statistics effectively. It is a step-by-step, exercise-driven guide for students and practitioners who

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need to master Excel to solve practical marketing problems. If understanding statistics isn't your strongest suit, you are not especially mathematically inclined, or if you are wary of computers, this is the right book for you. Excel, a widely available computer program for students and managers, is also an effective teaching and learning tool for quantitative analyses in marketing courses. Its powerful computational ability and graphical functions make learning statistics much easier than in years past. Excel 2019 for Marketing Statistics: A Guide to Solving Practical Problems capitalizes on these improvements by teaching students and managers how to apply Excel to statistical techniques necessary in their courses and work. In this new edition, each chapter explains statistical formulas and directs the reader to use Excel commands to solve specific, easy-to-understand marketing problems. Practice problems are provided at the end of each chapter with their solutions in an appendix. Separately, there is a full practice test (with answers in an appendix) that allows readers to test what they have learned.

This textbook gives a comprehensive overview of the key principles of business marketing. The reader will be introduced into methods and theories in order to understand business markets and marketing better. Not only are the principles of business marketing addressed, but also deep knowledge of organizational buying and market research on business markets. The book sets the stage for developing marketing programs for business markets in their different facets.

A particularly important component of any research project is its ethical dimensions which

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can refer to varied categories of practice – from the protection of human subjects involved in medical and social research to the publication of results research. More recently, with the estimation of the possible consequences of the implementation of technology, it is important for today ' s researchers to address the standards of scientific practice and avoid unethical behavior. Ethics in Research Practice and Innovation is an essential reference source that discusses current and historical aspects of ethical values in scientific research and technologies, as well as emerging perspectives of conducting ethical research in a variety of fields. Featuring research on topics such as clinical trials, human subjects, and informed consent, this book is ideally designed for practitioners, medical professionals, nurses, researchers, scientists, scholars, academicians, policy makers, and students seeking coverage on the ethical risks and limitations of research practice.

International Marketing presents an innovative, integrated approach to the course, in which marketing concepts are explored in depth within the international context. The authors identify five key factors that impact any international marketing venture-culture, language, political/legal systems, economic systems, and technological/operational differences-and discuss them in relation to the core marketing concepts of markets, products, pricing, distribution (place), and promotion. Uniquely, the book provides discussions of sustainability and "bottom of the pyramid" concepts within each chapter, and is richly illustrated with examples from both multinational companies as well as smaller local concerns. Setting the path for the future direction of this course, the authors provide instructors and students with the first truly international marketing textbook.

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Written for introductory marketing classes, this text explains what information is needed to plan and implement a successful marketing campaign and how to find that data. Including details on finding such relevant facts as the size of a potential market, the shopping and buying habits of consumers in that market, and the competitive and environmental factors that may affect a campaign, this primer will guide readers to become savvy marketing managers.

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