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Synopsis

Created through a "student-tested, faculty-approved" review process, MR2 is an engaging and accessible solution to accommodate the diverse lifestyles of today's learners. MR2 provides an exciting, innovative approach to Marketing Research that provides the material needed for a successful course.

Book Information

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Tom J. Brown is Noble Foundation Chair in Marketing Strategy and Professor of Marketing in the Spears School of Business at Oklahoma State University. In addition, he serves as Director of the Center for Customer Interface Excellence in the Spears School. He received his Ph.D. from the

University of Wisconsin-Madison. Dr. Brown teaches marketing research and has supervised hundreds of student research projects for industry clients ranging from not-for-profit service organizations to Fortune 500 companies. Dr. Brown is a past recipient of the Sheth Foundation Best Paper Award in the Journal of the Academy of Marketing Science. In addition, he received a Richard D. Irwin Foundation Doctoral Dissertation Fellowship while at the University of Wisconsin, the Kenneth D. and Leitner Greiner Teaching Award, and the Regents Distinguished Research Award, both at Oklahoma State University. In addition, he was recognized as an International Research Fellow at the University of Oxford for his work on corporate reputation. Dr. Brown's articles have appeared in the Journal of Marketing Research, Journal of Marketing, Journal of Consumer Research, Journal of Applied Psychology, Journal of Retailing, and Journal of Service Research. His current research interests include organizational frontline research (e.g., customer orientation of frontline employees; customer influences on frontline employees) and causes and effects of corporate associations (e.g., reputation, identity). He is cofounder of the Corporate Associations/Identity Research Group as well as the Organizational Frontlines Research Symposia series. He is active in the American Marketing Association, having co-chaired multiple national conferences, co-hosted the AMA/Sheth Doctoral Consortium, and served as president of the Academic Council. In addition, he serves in a leadership role at Sunnybrook Christian Church.

Tracy A. Suter received his Ph.D. from the University of Arkansas. Prior to joining the management and marketing faculty at The University of Tulsa, he served as a faculty member in the Department of Marketing and School of Entrepreneurship at Oklahoma State University and as a marketing faculty at the University of Southern Mississippi. Dr. Suter teaches a wide range of courses with emphasis on marketing research and applied creativity. Each semester undergraduate marketing research students complete real-world research projects for area for-profit and not-for-profit firms under his guidance. These service-learning projects now number in the hundreds completed. Dr. Suter's research interests include public policy, the use of new, innovative technologies in marketing and entrepreneurship, and consumer-to-consumer communities. He has published in journals such as the Journal of Business Research, Journal of Public Policy & Marketing, and Journal of Retailing among many others. He also served on two editorial review boards of academic journals and is a frequent reviewer for other journals and conferences. Dr. Suter is currently the first holder of the David and Leslie Lawson Chair at Tulsa and is the former Daniel White Jordan Chair at Oklahoma State. He has received numerous awards for both research and teaching activities including the University of Arkansas Award for Excellence in Teaching, the Sherwin-Williams Distinguished Teaching Competition Award given by the Society for Marketing Advances, and the Kenneth D. and

Leitner Greiner Outstanding Teaching, Regents Distinguished Teaching, and President's Outstanding Faculty Awards all at Oklahoma State University. Dr. Suter is frequently asked to speak to doctoral students and other academic groups about teaching excellence.

It's good for when you're not familiar with marketing research but I'd admit it does feel a bit redundant at places but again this would be a fantastic book for someone wanting to get into the field.

Dr. Tracy Suter is a genius.

Offers a great deal of useful information and guidance for developing market survey materials. We are using this for my market research course and I appreciate the insights it offers into developing meaningful surveys.

Excellent!!!! blink at this book was at my door.FAST!! FAST! Thank you

Great information for small business marketing

All went well

Good introduction to the world of MRKT RSCH.

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