

COURSE LITERATURE

Market Research for Business Decisions 7.5 credits M7035N

Marknadsundersökningar för affärsbeslut

Course literature admitted: Autumn 2021 Sp 2 - Present

**DECISION DATE
2021-08-20**

Recommended course literature:

Shiu, E., Hair, J., Bush, R. & Ortinau, D. (latest edition), Marketing Research, European ed., McGraw-Hill.

It is also possible to choose other textbooks in market research, for example one of the following:

Malhotra, N.K., Marketing Research, Pearson.

Malhotra, N.K., Birks, D.F. & Wills, P., Marketing Research, Pearson.

McGivern, Y., The Practice of Market Research, Pearson.

In addition to the above, the following books are recommended:

De Vaus, D., Analyzing Social Science Data, SAGE Publications.

Pallant, J., The SPSS Survival Manual, McGraw-Hill.

Articles will be added.

Examiner

Kerry Chipp