



Ethnography for Marketers: A Guide to Consumer Immersion

By Hy Mariampolski

SAGE Publications Inc, United States, 2005. Paperback. Book Condition: New. New.. 213 x 152 mm. Language: English . Brand New Book. Ethnography for Marketers does an excellent job of capturing the academic aspects of ethnography but does so from a practical, useful point of view. Author Hy Mariampolski's expertise in the field is clearly communicated through the vast, in-depth coverage of the various aspects of ethnography for purposes of marketing research - Cara Lee Okleshen Peters, Winthrop University I've been waiting for this book - a practical, how-to guide to conducting ethnographic studies for practitioners and clients, studies that will yield useful consumer insights that can impact marketing practice - Ellen Day, The University of Georgia Ethnography, with its focus on observed everyday behavior, is quickly becoming the method of choice to identify unmet needs, stimulate novel insights, create strategies and develop new ideas. Hy Mariampolski, author of Qualitative Market Research: A Comprehensive Guide (Sage, 2001) again takes readers on a voyage of discovery in Ethnography for Marketers. These two companion works are essential guides for marketers seeking rich insights into their customers' thoughts and behaviours. Key Features - Offers a step-by-step guide to help students and practitioners...



READ ONLINE
[3.31 MB]

Reviews

It becomes an remarkable publication that we have possibly go through. It is among the most remarkable book i actually have read through. Your lifestyle period will likely be transform when you total reading this publication.

-- **Dominique Bergstrom**

This is basically the finest publication i actually have go through till now. We have read and i also am confident that i am going to likely to read through again once more in the foreseeable future. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- **Prof. Adell Lubowitz**

You May Also Like



Book Finds: How to Find, Buy, and Sell Used and Rare Books (Revised)

Perigee. PAPERBACK. Book Condition: New. 0399526544 Never Read-12+ year old Paperback book with dust jacket-may have light shelf or handling wear-has a price sticker or price written inside front or back cover-publishers mark-Good Copy- I ship FAST with FREE tracking!! * I...



Scala in Depth

Manning Publications. Paperback. Book Condition: New. Paperback. 304 pages. Dimensions: 9.2in. x 7.3in. x 0.8in.Summary Scala in Depth is a unique new book designed to help you integrate Scala effectively into your development process. By presenting the emerging best practices and designs...



Weebies Family Halloween Night English Language: English Language British Full Colour

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Children s Weebies Family Halloween Night Book 20 starts to teach Pre-School and Junior Children how to read with this...



Very Short Stories for Children: A Child's Book of Stories for Kids

Paperback. Book Condition: New. This item is printed on demand. Item doesn't include CD/DVD.



Edgar Gets Ready for Bed: A BabyLit First Steps Picture Book

Gibbs M. Smith Inc, United States, 2014. Board book. Book Condition: New. New.. 254 x 241 mm. Language: English . Brand New Book. Meet the plucky toddler Edgar the Raven! He s mischievous, disobedient, and contrary. Dinnertime, cleanup-time, and bedtime are all...



A Smarter Way to Learn JavaScript: The New Approach That Uses Technology to Cut Your Effort in Half

Createspace, United States, 2014. Paperback. Book Condition: New. 251 x 178 mm. Language: English . Brand New Book ***** Print on Demand *****.The ultimate learn-by-doing approachWritten for beginners, useful for experienced developers who want to sharpen their skills and don t mind...