Perpustakaan Sekolah Tinggi Ilmu Kepolisian (STIK) >> eBooks

Business to business market research : understanding and measuring business markets

McNeil, Ruth.

Deskripsi Lengkap: https://library.stik-ptik.ac.id/abstrakpdfdetail.jsp?id=35958&lokasi=lokal

---

Abstrak

This book, Business to Business Market Research is written as a standalone reference document and as part of the new series of books designed for market researchers, market research students and nonprofessional researchers who may have an interest in research, or more particularly, business to business research. Here we intend to provide an up-to-date reference source for all those involved in, or occasionally needing to know about, business to business (B2B) market research, giving case studies demonstrating examples of B2B research in practice, its applications and uses. A lot has happened in the last decade ? B2B research is no longer seen as just ?industrial? research but has a wider remit: the internet is revolutionizing the way data are obtained, accessed and reported on: markets are merging: and B2B research and business to consumer research are much closer than before. I hope you will find this book of interest, whether to dip into as needed, or to provide guidance if you are commissioning or undertaking B2B research projects.