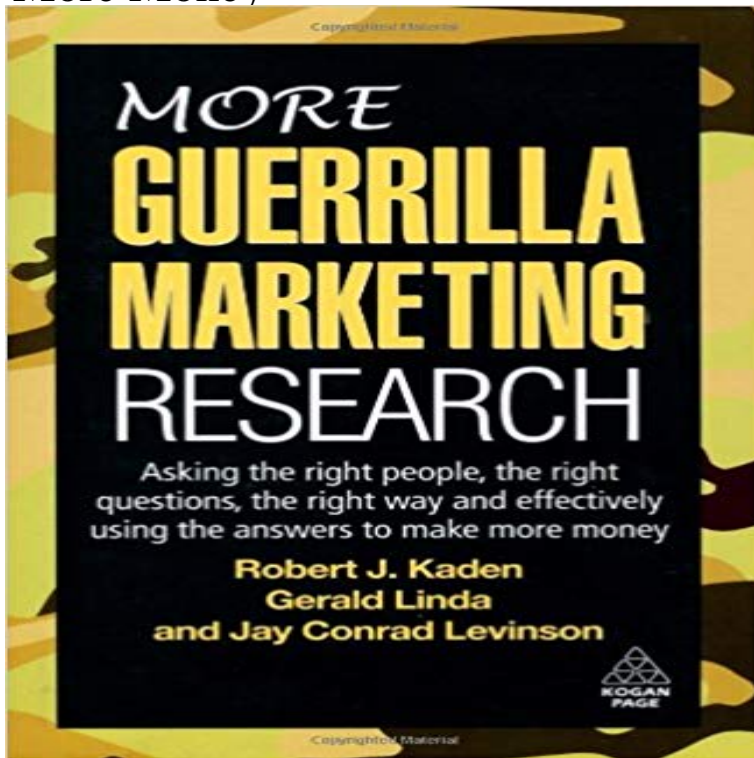


# More Guerrilla Marketing Research: Asking the Right People, the Right Questions, the Right Way, and Effectively Using the Answers to Make More Money



More Guerrilla Marketing Research will take readers on a journey through one of the most misunderstood and under-utilized marketing techniques. The follow-up to Guerrilla Marketing Research, this book destroys the myth that only big companies can afford marketing research. It focuses on why small and mid-sized businesses can benefit from conducting focus groups and surveys, and how they can do it. More Guerrilla Marketing Research includes new and updated material on setting research goals and objectives; how to set a research budget; secondary research; qualitative research; research into emotions; customer satisfaction research; and the future of marketing research. Reviews of the first edition: [A] great addition to the guerrilla marketing books designed to give practical advice to smaller and medium-sized businesses. Choice In simple, laymans terms, outlines successful strategies that even the smallest businesses can implement. Kirkus Reviews [A] practical guide for the nonprofessional researcher. Journal of Economic Literature [A] very good primer on the subject. Library Journal

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