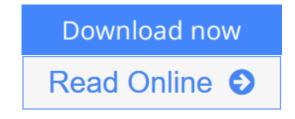
# **Qualitative Market Research**



By Hy Mariampolski



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**Qualitative Market Research** follows through a complete research project from the perspective of both user and practitioner. In this respect, it can be used as both a continuous teaching text and training manual, or individual sections may be consulted to enhance knowledge of `best practices' and improve productivity in any specific research application. Section one begins with an overview of the history and philosophy behind the practice of qualitative research, using qualitative or quantitative approaches, organising qualitative research (particularly those in `practice' such as research consultants), qualitative research applications (including product development, branding and advertising) and the varieties of qualitative research

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## Qualitative Market Research By Hy Mariampolski Bibliography

- Sales Rank: #921150 in Books
- Brand: Brand: SAGE Publications, Inc
- Published on: 2001-08-21
- Ingredients: Example Ingredients
- Original language: English
- Number of items: 1
- Dimensions: 9.02" h x .69" w x 5.98" l, 1.01 pounds
- Binding: Paperback
- 328 pages

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#### About the Author

Hy Mariampolski is Managing Director of QualiData Research Inc. (www.qualidataresearch.com), New York and San Francisco. Hy holds a Ph.D. from Purdue University and has held academic appointments at Indiana University, Kansas State University, Yeshiva University and Hunter College of the City University of New York. He has conducted qualitative market research studies for a wide range of clients such as Hallmark Cards, Citibank, KPMG, The Clorox Company, Avery-Dennison, Colgate-Palmolive, Motorola, Moen, Johnson + Johnson, J. Walter Thomson, Young and Rubicam, Moulinex, Cognac Hennessy and Nissan Motors.

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