

MARKETING RESEARCH: CONTEMPORARY APPROACH by Dr. P. Narayana Reddy and Dr. G V R K A Acharyulu (2011). New Delhi: Excel Books, pp 564, ISBN: 978-81-7446-957-1, Price Rs. 395.

In today's educational and competitive environment, Marketing Research is a very crucial topic which must be learned and understood as it being an inevitable and essential factor for survival and growth. This book provides a comprehensive framework and discusses about special methods & approaches necessary for an organization to understand consumer preferences and helps in decision making. The Book has a reader friendly approach and usage of unambiguous language makes it favorable amongst students and researchers to understand the subject.

Chapter I discusses about the objective, nature, scope and basic knowledge related to Marketing Research and chapter II focuses on process of marketing research. Chapters III is compiled on methods of data collection, Chapter IV and V have details about scaling techniques and decision making methods respectively. Designing of the questionnaire has been written very well by employing numerous examples which makes the concepts easy to understand and clarify the doubts in chapter VI.

Chapters VII and VIII are devoted to sampling, data collection and processing and Chapter IX on Central Tendency and Dispersion: Analysis of Data (Univariate Analysis) not only discuss the theory, tabulation and preparation in detail but also a lot of solved examples have been given which help the reader to practice the end exercise. The most important part of the book that is foremost concern for a researcher are chapter X on hypothesis testing, chapter XI on Distribution Tests, parametric and non parametric analysis have been wonderfully authored by employing graphical and pictorial representation along with data and related questions.

Chapter XII gives researcher an idea about proper interpretation of co-relation and regression analysis (Bivariate Analysis). Chapter XIV involves concept of time series, whereas chapter XVI on report writing covers the preparation of report and various components of report in detail. Another most likeable part of the book is inclusion of SPSS- Statistical Package for Social Science as a detailed chapter XV that helps beginners and users of SPSS to analyze the data as a lot of sequential display of the screen have been used for understanding purposes and solving the practical problems.

The book includes appendices of various value charts of distribution tests; a sample project report has been given as annexure and model question paper to practice for examination related to the subject. In the end a glossary has be compiled that has important terms of the subject listed in alphabetical order. The book is appreciable as an attempt has been made to help the researchers, students & students to meet their objective of research and teaching.

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