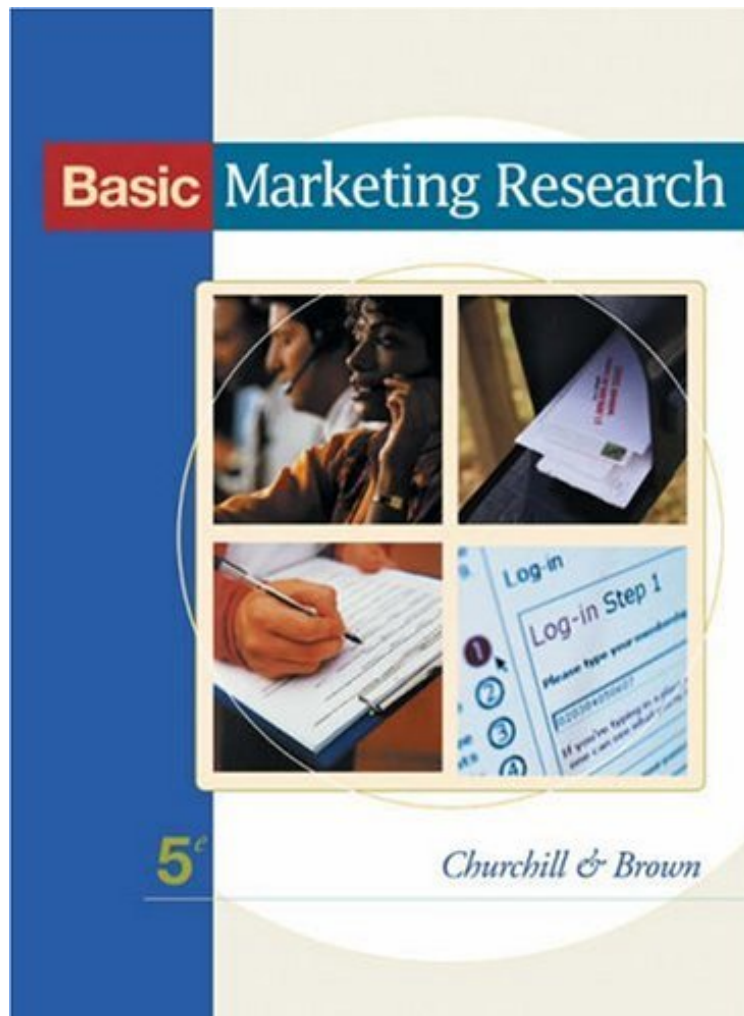


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## Basic Marketing Research (with InfoTrac)

*Gilbert A. Churchill, Tom J. Brown*  
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This best-selling introductory marketing research text has undergone a complete transition in the fifth edition, making it completely accessible to students while still retaining one of its greatest features- its level of relevant and important information. Take a look at this revised text and you'll see how we combined a true managerial and decision-making emphasis, with the most thorough explanation of what marketing research is, and how marketing research is done. This text will give your students a complete understanding of the modern practice of marketing research from the formulation of a question to the presentation of the results.

About the Author A recognized leader in the field of marketing research, Gilbert A. Churchill, Jr., joined the University of Wisconsin faculty after receiving his D.B.A. from Indiana University in 1966. Professor Churchill was named Distinguished Marketing Educator by the American Marketing Association in 1986, the second individual so honored. This lifetime achievement award recognizes and honors a living marketing educator for distinguished service and outstanding contributions in the field of marketing education. Professor Churchill was also awarded the Academy of Marketing Science's lifetime achievement award in 1993 for his significant scholarly contributions. In 1996, he received a Paul D. Converse Award, which is given to the most influential marketing scholars, as judged by a national jury drawn from universities, businesses, and government. Also in 1996, the Marketing Research Group of the American Marketing Association established the Gilbert A. Churchill, Jr. Lifetime Achievement Award, which is awarded each year to an individual who has made significant contributions to marketing research. Dr. Churchill is a past recipient of the yearly William O'Dell Award for an outstanding article in the JOURNAL OF MARKETING RESEARCH. He has also been a finalist for the award five additional times. He is a co-author of the most and third-most influential articles of the past century in sales management, as judged by a panel of experts in the field. His articles have appeared in such publications as the JOURNAL OF MARKETING RESEARCH, JOURNAL OF MARKETING, JOURNAL OF CONSUMER RESEARCH, JOURNAL OF RETAILING, JOURNAL OF BUSINESS RESEARCH, DECISION SCIENCES, TECHNOMETRICS, and ORGANIZATIONAL BEHAVIOR AND HUMAN PERFORMANCE. Tom J. Brown received his Ph.D. from the University of Wisconsin-Madison in 1994. Prior to joining the marketing faculty at Oklahoma State University, he served on the faculty at Southern Methodist University. Professor Brown teaches marketing research and has supervised dozens of student research projects for industry clients ranging from not-for-profit service organizations to Fortune 500 companies. Professor Brown is a past recipient of the Sheth Foundation Best Paper Award in the Journal of the Academy of Marketing Science. In addition, he received a Richard D. Irwin Foundation Doctoral Dissertation Fellowship while at the University of Wisconsin, the Kenneth D. and Leitner Greiner Teaching Award, and the Regents Distinguished Research Award, both at Oklahoma State University. Professor Brown's articles have appeared in such publications as the JOURNAL OF MARKETING RESEARCH, JOURNAL OF MARKETING, JOURNAL OF CONSUMER RESEARCH, JOURNAL OF THE ACADEMY OF MARKETING SCIENCE, JOURNAL OF RETAILING, CORNELL HOTEL and RESTAURANT ADMINISTRATION QUARTERLY, and JOURNAL OF SERVICE RESEARCH, among others. His research interests include services marketing and corporate branding and reputation. He has served on the editorial review boards of the Journal of the Academy of Marketing Science and Corporate Reputation and is cofounder of the Corporate Associations/Identity Research Group. He is currently a member of the Academic Council of the American Marketing Association.