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By Tom J. Brown, Tracy A. Suter

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## Editorial Review

### Review

Brief Contents. 1. Marketing Research: From Data to Information to Action. 2. The Research Question: Formulation of the Problem. 3. Exploratory, Descriptive, and Causal Research Designs. 4. Collecting Secondary Data from Inside and Outside the Organization. 5. Collecting Primary Data by Observation. 6. Collecting Primary Data by Communication. 7. Asking Good Questions. 8. Designing the Questionnaire. 9. Developing the Sampling Plan. 10. Data Collection: Enhancing Response Rates while Limiting Errors. 11. Data Preparation for Analysis. 12. Analysis & Interpretation: Individual Variables Independently. 13. Analysis & Interpretation: Multiple Variables Simultaneously. 14. The Research Report. Endnotes. Index. Chapter in Review Cards. Qualtrics Quickstart Card. SPSS Quickstart Card.

### About the Author

Tom J. Brown is Noble Foundation Chair in Marketing Strategy and Professor of Marketing in the Spears School of Business at Oklahoma State University. In addition, he serves as Director of the Center for Customer Interface Excellence in the Spears School. He received his Ph.D. from the University of Wisconsin-Madison. Dr. Brown teaches marketing research and has supervised hundreds of student research projects for industry clients ranging from not-for-profit service organizations to Fortune 500 companies. Dr. 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. In addition, he was recognized as an International Research Fellow at the University of Oxford for his work on corporate reputation. Dr. Brown's articles have appeared in the Journal of Marketing Research, Journal of Marketing, Journal of Consumer Research, Journal of Applied Psychology, Journal of Retailing, and Journal of Service Research. His current research interests include organizational frontline research (e.g., customer orientation of frontline employees; customer influences on frontline employees) and causes and effects of corporate associations (e.g., reputation, identity). He is cofounder of the Corporate Associations/Identity Research Group as well as the Organizational Frontlines Research Symposia series. He is active in the American Marketing Association, having co-chaired multiple national conferences, co-hosted the AMA/Sheth Doctoral Consortium, and served as president of the Academic Council. In addition, he serves in a leadership role at Sunnybrook Christian Church.

Tracy A. Suter received his Ph.D. from the University of Arkansas. Prior to joining the management and marketing faculty at The University of Tulsa, he served as a faculty member in the Department of Marketing and School of Entrepreneurship at Oklahoma State University and as a marketing faculty at the University of Southern Mississippi. Dr. Suter teaches a wide range of courses with emphasis on marketing research and applied creativity. Each semester undergraduate marketing research students complete real-world research projects for area for-profit and not-for-profit firms under his guidance. These service-learning projects now number in the hundreds completed. Dr. Suter's research interests include public policy, the use of new, innovative technologies in marketing and entrepreneurship, and consumer-to-consumer communities. He has published in journals such as the Journal of Business Research, Journal of Public Policy & Marketing, and Journal of Retailing among many others. He also served on two editorial review boards of academic journals and is a frequent reviewer for other journals and conferences. Dr. Suter is currently the first holder of the David and Leslie Lawson Chair at Tulsa and is the former Daniel White Jordan Chair at Oklahoma State. He has received numerous awards for both research and teaching activities including the University of Arkansas

Award for Excellence in Teaching, the Sherwin-Williams Distinguished Teaching Competition Award given by the Society for Marketing Advances, and the Kenneth D. and Leitner Greiner Outstanding Teaching, Regents Distinguished Teaching, and President's Outstanding Faculty Awards all at Oklahoma State University. Dr. Suter is frequently asked to speak to doctoral students and other academic groups about teaching excellence.

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