



# State of The Art Marketing Research

*Albert Blankenship, George Breen, Alan Dutka*

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This completely revised and updated edition of *State of the Art Marketing Research* is still the only comprehensive, all-in-one resource for planning, conducting, and applying marketing research in today's results-oriented environment. Clear, concise, and authoritative, the book describes the technologies that have revolutionized the marketing research discipline and have transformed the day-to-day practice of marketing research into an invaluable tool for actionable plans and programs. Written for managers and marketing executives who direct or communicate with researchers and marketing staff, this book takes the reader step-by-step through the research planning and development process:

- Defining marketing problems and preparing research plans and proposals
- Selecting the best primary and secondary research methods for the problem at hand
- Developing samples and questionnaires
- Using focus groups
- Presenting research results
- Applying research results to marketing problems
- Making research-based strategy decisions

Including new information on research for international markets and guidance on using the new technologies to develop information about today's fast-changing markets with examples from all sectors of business, this edition is an essential guide to the cutting-edge techniques for mastering today's markets.

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Drivers, Markets, and Opportunities. Market Size. Representative Products. This report answers the following questions: What are collaborative robots? Is this a "real" market? What problems do collaborative robots solve/what do they address? What is driving this market (business, technical and political/social drivers)? What is the size of the collaborative robotics market (units and revenue)? Where is the growth coming from? What factors could accelerate/inhibit market growth? Who are the major players in the collaborative robotics space? What are the current business trends in the industry?

