



Basic Marketing Research: Using Microsoft Excel Data Analysis

Alvin C. Burns, Ronald F. Bush

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This book is targeted for those who need to learn the marketing research process and basic data analysis techniques. This is the first book on the market that offers a software add-in (*XL Data Analyst®*) designed specifically to use the power of Excel for marketing research applications, a data analysis output that is exceptionally easy to understand. Basic descriptive statistics, differences through one-way ANOVA, cross-tabulation/Chi-square and Pearson Correlation, and simple and multiple regression are all comprehensively covered. Because it utilizes the popular Excel program, this is a must-use guide for all those involved in marketing research, statistical analysis, and report preparation.

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