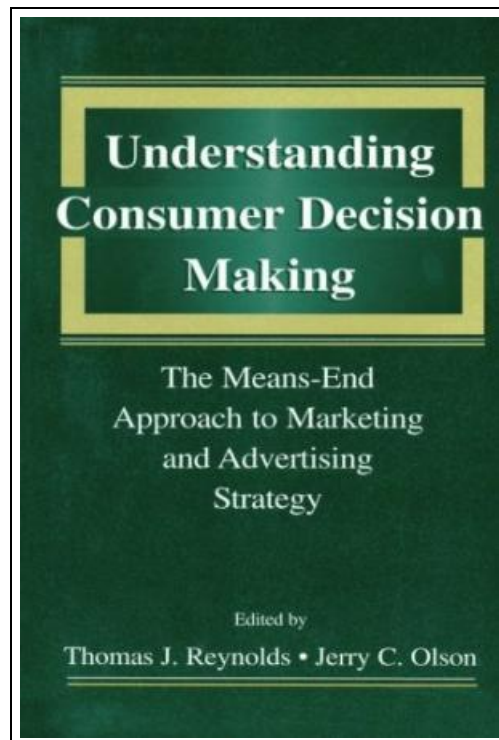


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Reviews




Thorough information! Its such a excellent read. It is really simplistic but unexpected situations within the fifty percent of your pdf. Once you begin to read the book, it is extremely difficult to leave it before concluding.
(Johnathon Moore)

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Taylor Francis Inc, United States, 2001. Paperback. Condition: New. Language: English . Brand New Book. The goal of this book is to help business managers and academic researchers understand the means-end perspective and the methods by which it is used, and to demonstrate how to use the means-end approach to develop better marketing and advertising strategy. The authors discuss methodological issues regarding interviewing and coding, present applications of the means-end approach to marketing and advertising problems, and describe the conceptual foundations of the means-end approach. This book is of interest to academic researchers in marketing and related fields, graduate students in business, marketing research professionals, and business managers. It is intended as a reference book containing ideas about the means-end approach and its applications.

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