



Marketing Research Essentials, 9th Edition

By Carl McDaniel, Roger Gates

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In *Marketing Research Essentials, 9th Edition*, authors Carl McDaniel and Roger Gates share their industry experience to teach students how to make critical business decisions through the study of market research. Designed for marketing research courses, the authors' practical, applications-based approach features Real Data, Real People, and Real Research, to prepare students to conduct and use market research for future careers in business. Co-author Roger Gates, President of DSS Research, infuses the text with a practitioner perspective, helping students learn how to use marketing research through a practical presentation of theory and practice.

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Editorial Review

Review

"In the era of the internet where it seems increasingly difficult to get people read books, I thoroughly appreciate that you were able to pull together the complex literature on the Psychology of Religion and Spirituality the way you did - very engaging, accessible, sensitive, thorough, balanced, in-depth but not overwhelming, and coherent. I think that the textbook will be a valuable resource for masters and PhD grad programs, not just undergraduate courses."--*Annette Mahoney, Professor of Psychology, Bowling Green State University*

"This is a highly readable text that allows for an empathetic psychology of religion and spirituality that is both empirically sound and respectful to those whose faith commitments deserve to be understood and not simply explained away."--*Ralph W. Hood, Jr., Ph.D., University of Tennessee at Chattanooga, Former editor of the Journal for the Scientific Study of Religion; Past President of Division 36 of APA, Psychology of Religion*

"Up-to-date, comprehensive, informative, engaging, and easy to digest - this is the text of choice for undergraduate psychology of religion courses. Sisemore has done a wonderful job capturing the psychology of religion and spirituality in its richness and complexity. His approach is fair-minded and scholarly, yet always sensitive to the experience of religion and spirituality 'from the inside out.' A marvelous contribution to the field."--*Kenneth I. Pargament, Ph.D., Bowling Green State University, Editor-in-Chief, APA Handbook of Psychology, Religion, and Spirituality, Volumes 1 and 2*

"In The Psychology of Religion and Spirituality, Dr. Sisemore has crafted a remarkable volume that is simultaneously concise, thorough, and accessible. I heartily recommend this book for undergraduate psychology of religion courses, and expect it will be used in a number of post-graduate programs as well."--*Mark R. McMinn, Ph.D., ABPP, Professor of Psychology, George Fox University; Former President of American Psychological Associations Division 36, Society for the Psychology of Religion and Spirituality*

"In The Psychology of Religion and Spirituality: From the Inside Out, Professor Tim Sisemore offers a much needed text that is comprehensive, engaging, readable, and timely. I will enthusiastically use this important book in my undergraduate psychology and religion classes and have been waiting for a book like this to be available for many years. The psychology of religion and spirituality field has experienced an explosion of research and clinical applications in recent years and this terrific text will certainly be the go-to book on the topic for students everywhere."--*Thomas Plante, Ph.D., ABPP, The Augustin Cardinal Bea SJ University Professor, Professor of Psychology, and Director of the Spirituality and Health Institute, Santa Clara University*

"In The Psychology of Religion and Spirituality: From the Inside Out, Dr. Sisemore introduces readers to the range of fascinating research done by psychologists to understand the many ways religion impacts people. The writing is clear and presents a sympathetic picture both of believers and nonbelievers, helping readers to examine the research bearing on such questions as biological forces on belief, its changes through the lifespan, and its impact on society. The 'Digest and Discuss' questions invite readers to consider the material they have read, and lend themselves well to guide class discussion. This is a broad and well-rounded introduction to the field."--*Michael Nielsen, Ph.D., Professor and Chair of Psychology, Georgia Southern*

University; President, Society for the Psychology of Religion and Spirituality

“Dr. Sisemores book is one of the most interesting I have ever read! He provides a clear survey of the field of psychology of religion and spirituality, addressing a variety of issues - including controversial ones. Dr. Sisemore's background in both psychology and theology gives him a unique perspective. Therefore, I highly recommend this great book for students in psychology and related disciplines, but also to researchers, colleagues, professionals, and all who have an interest in the topic.”--*Mojtaba Dalir, Ph.D., Licensed Psychologist; Lecturer at Islamic Azad University - Tehran Branch; Member Board of Directors, Iranian Association of Social Psychology*

Users Review

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Georgianna Menendez:

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