



# Marketing Research: An Applied Orientation (5th Edition)

By Naresh K. Malhotra

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## **Editorial Review**

### About the Author

**Dr. Naresh K. Malhotra** is Regents' Professor (Highest Academic Rank in the University System of Georgia), College of Management, Georgia Institute of Technology. He is listed in Marquis *Who's Who in America* continuously since 51st Edition 1997, and in *Who's Who in the World* since 2000. He received the prestigious Academy of Marketing Science CUTCO/Vector Distinguished Marketing Educator Award in 2005

In an article by Wheatley and Wilson (1987 AMA Educators' Proceedings), Professor Malhotra was ranked number one in the country based on articles published in the *Journal of Marketing Research* during 1980-1985. He also holds the all-time record for the maximum number of publications in the *Journal of Health Care Marketing*. He is ranked number one based on publications in the *Journal of the Academy of Marketing Science* (JAMS) since its inception through Volume 23, 1995. He is also number one based on publications in JAMS during the ten-year period 1986-1995. In an Editorial by Schlegelmilch (JIM, 11(1), 2003), Malhotra was ranked number one based on publications in the *International Marketing Review* from 1992 to 2002. He is also ranked number one based on publications in the *International Marketing Review* since its inception (1983) to 2003 (Table V, IMR, 22(4) (2005)).

He has published more than 100 papers in major refereed journals, including the *Journal of Marketing Research*, *Journal of Consumer Research*, *Marketing Science*, *Management Science*, *Journal of Marketing*, *Journal of Academy of Marketing Science*, *Journal of Retailing*, *Journal of Health Care Marketing*, and leading journals in Statistics, Management Science, Information Systems, and Psychology. In addition, he has also published numerous refereed articles in the proceedings of major national and international conferences. Several articles have received best paper research awards.

He was Chairman, Academy of Marketing Science Foundation, 1996-1998, and was President, Academy of Marketing Science, 1994-1996, and Chairman, Board of Governors, 1990-1992. He is a Distinguished Fellow of the Academy and Fellow, Decision Sciences Institute. He is the Founding Editor of *Review of Marketing Research* and served as an Associate Editor of *Decision Sciences* for 18 years and has served as Section Editor, Health Care Marketing Abstracts, *Journal of Health Care Marketing*. Also, he serves on the Editorial Board of eight (8) journals.

His book entitled *Marketing Research: An Applied Orientation*, Fourth Edition, was published by Prentice-Hall, Inc in 2004. This book has been translated into Chinese, Spanish, Russian, Portuguese, Hungarian, and French. In addition to the six translations, this book also has several English editions including North American, International, European, and Australia & New Zealand. The book has received widespread adoption at both the graduate and undergraduate levels with more than 144 schools using it in the USA. His book, *Basic Marketing Research: A Decision-Making Approach*, Second Edition, was published by Prentice Hall in 2005.

Dr. Malhotra has consulted for business, non-profit and government organizations in the USA and abroad and has served as an expert witness in legal and regulatory proceedings. He has special expertise in data analysis and statistical methods. He is the winner of numerous awards and honors for research, teaching, and service to the profession, including the Academy of Marketing Science, Outstanding Marketing Teaching Excellence Award, 2003.

Dr. Malhotra is a member and Deacon, First Baptist Church, Atlanta. He lives in the Atlanta area with his wife Veena, and children Ruth and Paul.

## **Users Review**

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**Mark Hart:**

Why? Because this Marketing Research: An Applied Orientation (5th Edition) is an unordinary book that the inside of the guide waiting for you to snap this but latter it will zap you with the secret the item inside. Reading this book beside it was fantastic author who else write the book in such wonderful way makes the content inside of easier to understand, entertaining way but still convey the meaning fully. So , it is good for you for not hesitating having this nowadays or you going to regret it. This unique book will give you a lot of positive aspects than the other book have such as help improving your ability and your critical thinking way. So , still want to postpone having that book? If I have been you I will go to the book store hurriedly.

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