



# Not Just Numbers: Rediscovering the Promise and Power of Marketing Research

*Lawrence D. Gibson*

Download now

[Click here](#) if your download doesn't start automatically

# Not Just Numbers: Rediscovering the Promise and Power of Marketing Research

*Lawrence D. Gibson*

**Not Just Numbers: Rediscovering the Promise and Power of Marketing Research** Lawrence D. Gibson  
In this provocative and insightful book, highly regarded marketing research expert Lawrence Gibson argues that the multi-billion-dollar marketing research industry has largely failed. *Not Just Numbers* shows you exactly why it's failed – too much focus on gathering and analyzing data – and how it must change.

Gibson asserts that businesses need a different way of looking at marketing research, both more scientific and more practical. Marketing research needs to take a stronger role in helping to solve marketing problems and capitalize on marketing opportunities and not merely be a source of data.

The logical steps required to solve marketing problems and realize opportunities are simply and clearly explained in the book. Cases from the author's experience show you how this problem-solving approach has worked in real-world situations and demonstrate the dramatic sales and financial gains you can achieve when marketing research is properly designed and used.

The book also provides you practical guidance to enhance your problem-solving and political skills to help corporate leaders identify more profitable actions and make more profitable decisions.

 [Download Not Just Numbers: Rediscovering the Promise and Po ...pdf](#)

 [Read Online Not Just Numbers: Rediscovering the Promise and ...pdf](#)

## **Download and Read Free Online Not Just Numbers: Rediscovering the Promise and Power of Marketing Research Lawrence D. Gibson**

---

### **From reader reviews:**

#### **Bruce Benedict:**

What do you consider book? It is just for students since they are still students or this for all people in the world, the actual best subject for that? Merely you can be answered for that issue above. Every person has distinct personality and hobby for each and every other. Don't to be compelled someone or something that they don't would like do that. You must know how great and also important the book Not Just Numbers: Rediscovering the Promise and Power of Marketing Research. All type of book would you see on many methods. You can look for the internet sources or other social media.

#### **Elvia Ecklund:**

Reading a book can be one of a lot of exercise that everyone in the world loves. Do you like reading book thus. There are a lot of reasons why people enjoyed. First reading a publication will give you a lot of new data. When you read a e-book you will get new information simply because book is one of various ways to share the information or maybe their idea. Second, reading through a book will make you more imaginative. When you looking at a book especially fiction book the author will bring you to imagine the story how the character types do it anything. Third, it is possible to share your knowledge to other people. When you read this Not Just Numbers: Rediscovering the Promise and Power of Marketing Research, you may tells your family, friends and soon about yours book. Your knowledge can inspire average, make them reading a e-book.

#### **Thomas Moss:**

Don't be worry when you are afraid that this book can filled the space in your house, you might have it in e-book approach, more simple and reachable. This particular Not Just Numbers: Rediscovering the Promise and Power of Marketing Research can give you a lot of friends because by you checking out this one book you have issue that they don't and make you actually more like an interesting person. This particular book can be one of a step for you to get success. This guide offer you information that maybe your friend doesn't recognize, by knowing more than various other make you to be great individuals. So , why hesitate? Let me have Not Just Numbers: Rediscovering the Promise and Power of Marketing Research.

#### **Ruth Vazquez:**

Reading a e-book make you to get more knowledge as a result. You can take knowledge and information from a book. Book is prepared or printed or highlighted from each source which filled update of news. On this modern era like currently, many ways to get information are available for an individual. From media social like newspaper, magazines, science book, encyclopedia, reference book, novel and comic. You can add your understanding by that book. Are you ready to spend your spare time to spread out your book? Or just looking for the Not Just Numbers: Rediscovering the Promise and Power of Marketing Research when you required it?

**Download and Read Online Not Just Numbers: Rediscovering the  
Promise and Power of Marketing Research Lawrence D. Gibson  
#WS0YG69Q3TV**

## **Read Not Just Numbers: Rediscovering the Promise and Power of Marketing Research by Lawrence D. Gibson for online ebook**

Not Just Numbers: Rediscovering the Promise and Power of Marketing Research by Lawrence D. Gibson Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Not Just Numbers: Rediscovering the Promise and Power of Marketing Research by Lawrence D. Gibson books to read online.

### **Online Not Just Numbers: Rediscovering the Promise and Power of Marketing Research by Lawrence D. Gibson ebook PDF download**

**Not Just Numbers: Rediscovering the Promise and Power of Marketing Research by Lawrence D. Gibson Doc**

**Not Just Numbers: Rediscovering the Promise and Power of Marketing Research by Lawrence D. Gibson Mobipocket**

**Not Just Numbers: Rediscovering the Promise and Power of Marketing Research by Lawrence D. Gibson EPub**