



Marketing Research (8th Edition)

By Alvin C. Burns, Ann F. Veeck, Ronald F. Bush

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Editorial Review

About the Author

Alvin C. Burns is the Ourso Distinguished Chair of Marketing and Chairperson of Marketing in the E. J. Ourso College of Business Administration at Louisiana State University. He received his doctorate in marketing from Indiana University and an MBA from the University of Tennessee. Professor Burns has taught undergraduate and master's-level courses as well as doctoral seminars in marketing research for over 40 years. During this time, he has supervised a great many marketing research projects conducted for business-to-consumer, business-to-business, and not-for-profit organizations. His articles have appeared in the *Journal of Marketing Research*, *Journal of Business Research*, *Journal of Advertising Research*, and others. He is a Fellow in the Association for Business Simulation and Experiential Learning. He resides in Baton Rouge, Louisiana, with his wife, Jeanne; their purebred Yellow Lab, Shadeaux (it's a Louisiana thing!); and Indy, their mixed-breed rescue dog who wandered into their backyard on a Fourth of July weekend.

Ann Veeck is Professor of Marketing at Western Michigan University. She received her Ph.D. in Business, with a major in marketing and a minor in statistics, from Louisiana State University and her Master's of Marketing Research from the University of Georgia. She has taught marketing research, and related courses, to thousands of undergraduate and MBA students for over 17 years. The main focus of her research is family and food consumption patterns in developing nations, with an emphasis on China. She has also published extensively on best learning practices in marketing. She has received top awards in both teaching (2013) and research (2016) from the Haworth College of Business, and the national Access Capon Award for innovative teaching from the Marketing Management Association in 2012. Ann lives in Kalamazoo, Michigan, with her husband, Gregory Veeck.

Ronald F. Bush is Distinguished University Professor of Marketing at the University of West Florida. He received his B.S. and M.A. from the University of Alabama and his Ph.D. from Arizona State University. With over 35 years of experience in marketing research, Professor Bush has worked on research projects with firms ranging from small businesses to the world's largest multinationals. He has served as an expert witness in trials involving research methods, often testifying on the appropriateness of research reports. His research has been published in leading journals, including the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Advertising Research*, *Journal of Retailing*, and *Journal of Business*, among others. In 1993, he was named a Fellow by the Society for Marketing Advances. He and his wife, Libbo, live on the Gulf of Mexico, where they can often be found playing "throw the stick" with their Scottish terrier, Maggie.

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