

Pearson Arab World Editions

Malhotra, Baalbaki and Bechwati: Marketing Research: An Applied Orientation

With over 150 years' experience in educational publishing, Pearson understands just how important it is to provide students with learning resources that they find relevant, contextualised and engaging. Pearson's Arab World Editions have been developed to realise the goal of creating textbooks that meet the unique learning styles and educational background of Arab learners. Combining local knowledge, examples and experiences, and written in a style that resonates with Arab students, the Pearson Arab World Editions are a first of their kind, bringing tailor-made learning to students across the region.

With a surge in interest in marketing and marketing related concepts across the Arab World, Pearson presents an Arab World Edition of Malhotra's Marketing Research, providing both students and practitioners of marketing with a quality resource dedicated to the discipline and its application to this increasingly important region.

The authors draw on a number of examples from local, regional and multinational organisations, across a number of industries, to give readers a broad view of marketing research. The book contains coverage of Arab specific environmental factors that affect the conduct of business and marketing in the Arab World, including:

- Oil dominant versus traditional economies
- Population growth and trends
- The youth market
- The expanding role of women
- The expatriate market
- Family businesses



This book is accompanied by adapted PowerPoint slides, instructor manual, test bank generator and a companion website containing extra material.

The book gives readers an excellent appreciation of the operation of marketing research in the Arab World by profiling a spectrum of marketing research providers in the region, examining their research design, sampling methods, data collection methods and data analysis techniques. By including a series of examples and case studies from the region, and covering the macro and micro environments of the Middle East, the Arab World Edition of Malhotra's Marketing Management equips students for a future successful career in marketing in both the Arab World and beyond.

For more information about the Arab World Edition of Marketing Research, please visit Pearson's dedicated Arab World Editions website at www.pearson.com/middleeast/awe

