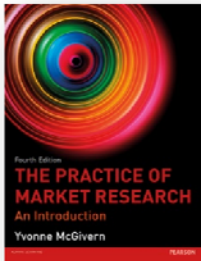




Advanced Certificate in Market & Social Research Practice

Recommended Reading & Reading Sources

The MRS Advanced Certificate is designed primarily for new entrants into the research profession. To support your study towards the qualification, the MRS, in association with Pearson Education, have produced a recommended text book:



The Practice of Market Research
An Introduction – 4th Edition, Pearson Education

[Yvonne McGivern](#)

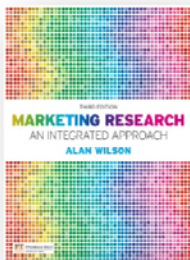
May 2013, Paperback, 608 pages

ISBN13: 9780273773115

ISBN10: 0273773119

£45.99

Other textbooks which you might find useful are:



Marketing Research
An Integrated Approach – 3rd Edition, Pearson Education

[Alan Wilson](#)

Sep 2011, Paperback with CD-Rom, 432 pages

ISBN13: 9780273718703

ISBN10: 0273718703

£47.99

The Wilson textbook is produced in association with the MRS, provides a useful introduction to the use of secondary data, with a focus on customer databases. It also contains a useful selection of practical case studies.



Marketing Research

Tools and Techniques- 3rd Edition, Oxford University Press

[Nigel Bradley](#)

March 2013, Paperback, 552 pages

ISBN: 978-0-19-965509-0

£39.99

In addition to the recommended text, we advise candidates to read as widely as possible to become better informed about the research industry and its practices. The various resources listed below are intended to give an indication of the great range of research information which is available, both via the Internet and in published form. Dipping into this reading list will help you gain the depth of insight which will support the development of your research skills.

The texts below provide useful additions to the recommended textbook:



The International Handbook of Market Research Techniques

2nd Edition, Kogan Page

[Robin Birn](#)

August 2002

ISBN 0-7494-3865-7

£34.95

A major text for all levels of marketing professionals and market researchers.

Individual MRS Members and employees of MRS Company Partners: claim a 20% discount on this book, and other Kogan Page publications.



Marketing Research

7th Edition, McGraw Hill

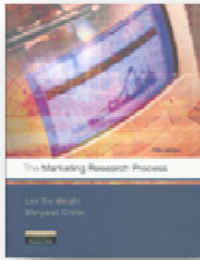
[Peter Chisnall](#)

Nov 2004, Paperback, 496 pages

ISBN13: 9780273694748

ISBN10: 027369474X

£37.99

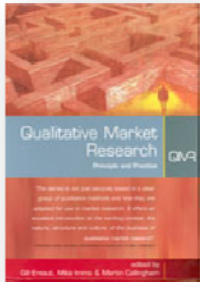


The Marketing Research Process
5th Edition, Pearson Education

[Len Tiu Wright, Margaret Crimp](#)

Feb 2000, Paperback, 496 pages
ISBN13: 9780130117533
ISBN10: 0130117536

£56.99

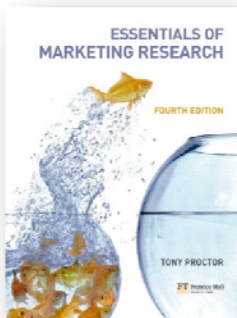


Qualitative Market Research: Principle & Practice
Sage Publications

[Edited by Gill Ereaut, Mike Imms and Martin Callingham](#)

2002, 7 Volume Set, Hardcover, 1112 Pages
ISBN: 9780761972723

£245.00



Essentials of Marketing Research
4th Edition, Pearson Education

[Tony Proctor](#)

Jul 2005, Paperback, 616 pages
ISBN13: 9780273694946
ISBN10: 0273694944

£51.99

Web Resources

MRS Sites

| Type of Information | Web address |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|
| The Market Research Society: full information about the MRS and its activities. Contains a section exclusively for MRS members | www.mrs.org.uk |
| Research-Live: news and jobs website, along with weekly news bulletins. | www.research-live.com/ |
| The Research Buyer's Guide: an online version of the MRS's invaluable guide to research organisations, along with general market research information | www.rbg.org.uk |
| The Geodemographics Knowledge Base: A gateway to international sites, all of which provide geodemographic information for researchers. This site also contains UK Census information. | www.geodemographics.org.uk |

General Information

| Type of Information | Web address |
|---------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|
| For UK Government statistics and information | www.bis.gov.uk www.ons.gov.uk |
| A "virtual marketing library" | www.knowthis.com |
| For sections on management and marketing | www.quickmba.com |
| Publishing web guide to current developments in business (and through its search engine you can research marketing gurus) | www.business2.com |
| List of thousands of market research reports available for purchase | www.marketsearch-dir.com |
| Marketing communications directory (advertising-related links) | http://advertising.utexas.edu/world |

MRS Guidelines supplement the Code and Regulations, providing interpretation and best practice advice.

- [Business-to-business research](#)
- [CIPR/MRS/RSS Guidelines for Using Statistics in Communications](#)
- [Code of Practice for Conducting Market Research in Town Centres](#) (PDF 148KB, [PDF Help](#))
- [Conducting research with children and young people](#)
- [Conducting research with employees](#)
- [Data Protection Act 1998](#)
 - [A Basic Guide to the Data Protection Act 1998](#)
 - [The Data Protection Act 1998 and Market Research: Guidance for MRS Members](#)
 - [Data Protection Act 1998 - Who's Who?](#)
 - [Data Protection Act 1998: Guidelines for Social Research](#)
 - [Market Research Processes and the Data Protection Act](#)
- [Food and Drink Hall Test Check List](#) (PDF 100KB, [PDF Help](#))
- [Free Prize Draws Guidance Note](#)
- [Freedom of Information Act 2000](#)
- [Internet research](#)
- [MRS Guidelines on Mystery Customer Research](#)
- [MRS Guidelines on the use of incentives](#)
- [Privacy and Electronic Communications Regulations 2003](#) (PDF 100KB, [PDF Help](#))
- [Qualitative research](#)
- [Questionnaire design](#)
- [The Responsibilities of Interviewers](#)
- [Using Surveys for Consultation](#)