AMSRS Suggested titles for continuing professional development and QPR

Advertising & Branding

- Chandler, John & Owen, Mike 2002, *Developing brands with qualitative market research, book 5* (of 7 volumes on *Qualitative research: principles & practice*), Sage Publications, Thousand Oaks
- Wardle, Judith 2002, *Developing advertising with qualitative market research, volume 6* (of 7 volumes on Qualitative Research), Sage Publications, Thousand Oaks

**Business & Management**
- Collins, Jim 2001, *Good to Great: Why some companies make the leap... and others don’t*, Harper Collins, New York
- Duarte, Nancy 2008, *Slide:ology; The art and science of creating great presentations*, O’Reilly Media, Sebastopol CA

• Schrage, Michael 1999, *Serious play: How the world’s best companies simulate to innovate*, Harvard Business Press, Boston Mas


**Business to Business**


**Consumer Behaviour & Psychology**

• Bagozzi, Richard, Gurhan-Canli, Zynep & Priester, Joseph 2002,*The social psychology of consumer behaviour*, Open University Press, Buckingham


• Earls, Mark 2007, *Herds: how to change mass behaviour by harnessing our true nature*, John Wiley & Sons Ltd, Chichester


• Festinger, Leon, Riecken, Henry & Schachter, Stanley 1956, *When prophecy fails: a social and psychological study of a modern group that predicted the destruction of the world*, Harper-Torchbooks


• Payne, Stanley 1951, *The art of asking questions*, Princeton University, Princeton


• Schiffman, Leon & Kanuk, Leslie 2009, *Consumer behaviour, 10th edn*, Prentice Hall, Upper Saddle River, New Jersey


Cultural Studies & Semiotics


• Chandler, Daniel 2002, *Semiotics, the basics*, Routledge, London
• McCracken, Grant 1990, *Culture and consumption: new approaches to the symbolic character of consumer goods and activities*, Indiana University Press, Bloomington, IN

• McCracken, Grant 2005, *Culture and consumption II: markets, meaning, and brand management (vol. 2)*, Indiana University Press, Bloomington, IN

**Customer Satisfaction**


**Demography**


**Ethnography**


As at December 2018
From Data to Decisions
- ESOMAR (Author), Hamersveld, Mario van & Bont, Cees de (eds) 2007, *Market research handbook, 5th edn*, John Wiley and Sons, West Sussex, UK
- Smith, David & Fletcher, John 2004, *The art and science of interpreting market research evidence*, John Wiley & Sons, Chichester

Marketing

**Positive Psychology**


**Public Opinion and Survey Methods**

(NOTE: Titles have not been reviewed and list was compiled by Mario Callegaro, at Survey Practice [http://www.surveypractice.org](http://www.surveypractice.org)).


**Sensory Consumer Research**


• Meilgaard, Morten; Civille, Gail Vance; & Carr, Thomas B. 1991. *Sensory evaluation techniques, 3rd edn*. CRC Press/ Taylor & Francis, Bosa Roca, USA.


Social Research


Survey Methodology

(a) Survey methods

- Dillman, Don A. 1978, *Mail and telephone surveys: the total design method*, John Wiley & Sons Ltd, Chichester

(b) Data quality


(c) Data analysis

(d) Online methodology & Technology
• Green, Andrew 2010. *From prime time to my time; audience measurement in the digital age*, WARC, London
• Lilien, Gary L. & Rangaswamy, Arvind 2003, *Marketing engineering; Computer assisted marketing analysis and planning, 2nd ed*, Pearson Education, Prentice-Hal,
• Postoaca, Andrei 2006, *The anonymous elect: market research through online access panels*, Springer, Berlin
• Poynter, Ray 2010, *The Handbook of on-line and social media research*, John Wiley & Sons, West Sussex UK
• Uhrig, J., Bann, C., Williams, P, & Evans, D 2010, Social Networking as a platform for disseminating social marketing interventions; An exploratory pilot study, Social Marketing Quarterly, Volume 16, Issue 1, Spring, pp.2 – 20

(e) Qualitative research

• Ereaut, Gill, Imms, Mike & Callingham, Martin 2002, Qualitative market research: principle and practice, Sage Publications, London
• Goebert, Bonnie & Rosenthal, Herma 2002, Beyond listening: learning the secret language of focus groups, John Wiley & Sons, New York
• Gordon, Wendy 1999, Good thinking: a guide to qualitative research, Admap publications, Oxfordshire
• Keegan, Sheila 2009, Qualitative research: Good decision making through understanding people, cultures and markets (Market research in practice), Kogan Page, London
• Mackay, Hugh 2012. The ‘unfocussed’ group discussion technique, Australasian Journal of Market and Social Research, Volume 20, Number 2, December, pp. 47-58
• Moisander, Johanna K, & Valtonen, Anu 2006 Qualitative marketing research: a cultural approach, Sage Publications, London
• Sampson, Peter 1998, Qualitative research: through a looking glass, ESOMAR, Order from ESOMAR

(f) Questionnaire design

• Brace, Ian 2008, Questionnaire design: how to plan, structure and write survey material for effective market research, 2nd edn, Kogan-Page, London
As at December 2018


**Sample design**

**Thinking/ Feeling/ Persuasion**
- Godin, Seth 2008, *Tribes: we need you to lead us*, Portfolio, New York
• MacLeod, Hugh 2009, *Ignore everybody and 39 other ways to creativity*, Portfolio Hardcover
• Pek, Andrew & McGlade, Jeannine 2008, *Stimulated: habits to spark your creative genius at work*, Greenleaf Book Group, Austin

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Please note: refereed articles and books reviews are also published in the journal *Market & Social Research* (previously known as *Australasian Journal of Market and Social Research* (AJMSR)) (see [www.amsrs.com.au](http://www.amsrs.com.au)).