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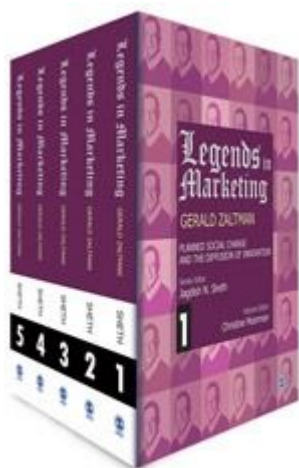
【経営学、マーケティング・広告】

✎ 「マーケティングの伝説的人物」叢書 第11回配本

✎ ZMETなどのマーケティング調査手法で名高いG. ザルトマンの論文と研究

J.N.シース編 マーケティングの伝説的人物  
—G.ザルトマン— 全5巻  
Legends in Marketing: Gerald Zaltman. 5 vols.

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「マーケティングの伝説的人物」叢書は、20世紀の偉大なマーケティング思想家を取り上げ、その人物の論文をテーマ別に編纂し、各分野の専門研究者が各巻の収録論文を批判的に考察しています。

第11回の配本は、ハーバード・ビジネス・スクール (HBS) 名誉教授であり、HBSの「心・脳・行動」研究所の元メンバーであるG.ザルトマンです。ザルトマンの研究は、主に消費者行動とマーケティング戦略の分野で、これまでに数多くの賞を受賞しました。彼は、3つのマーケティング研究ツールの特許を保有し、そのうちのZMET (ザルトマン・メタファー表出法) は、グローバルな大企業や国際機関で使われています。また、世界中に顧客を持つ市場リサーチ及びマーケティング・コンサルティング企業であるオルソン・ザルトマン・アソシエイツの共同創始者でもあります。

第1巻「計画された社会変化とイノベーションの普及」第2巻「ZMET (ザルトマン・メタファー表出法)」第3巻「消費者行動研究」第4巻「マーケティング管理」第5巻「マーケティング理論」の全5巻より構成される本書を、経営学・マーケティングに関心のある研究室・研究者にお薦めいたします。

☆☆☆☆☆ <収録明細> ☆☆☆☆☆

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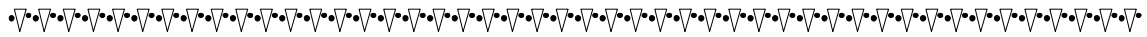
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Theories

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Evaluating Theories

How Do We Know We Know: Reality Tests

#### **Evaluating Theory**

Uses of Theories

The Nature of Explanation

The Nature of Prediction

Metacriteria for Control

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Ajay K. Kohli, Gerald Zaltman’s Contributions to Theory Development and Knowledge Use

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