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percent of all data collection methods. The movement to online methods of data collection has necessitated the addition of considerable new material on this topic. The chapters on sampling, measurement and

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scaling, questionnaire design, and preparation for data analysis all required new guidelines on how to deal with online related issues. Social media monitoring and marketing research online communities

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are expanding research methods and are addressed in our chapter on qualitative and observational research. Second, to enhance student analytical skills we added additional variables on social media activities to

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the continuing case on the
Santa Fe Grill and Jose's
Southwestern Café. Also,
there is now a separate data
set based on a survey of the
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Grill. Findings of the Santa
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employee data sets are related and can be compared qualitatively to obtain additional insights. The competitor data for the continuing case enables students to make comparisons of customer experiences in

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each of the two restaurants
and to apply their research
findings in devising the
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strategies for the Santa Fe
Grill. We also added a new
data set in Chapter 13 on
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