International Journal of Market Research

Contents

Editorial ......................................................................................................................... 703

Viewpoint
The case for public service market research ............................................................. 711
Ed Mayo

Forum
The use of the concept test study in writing a series of bestselling academic books ............................................ 715
Chua Yan Piaw

Main papers
Exploring market barriers ......................................................................................... 731
Saahier Parker, Belinda Don and Kyle McLoughlin

Qualis? The qualitative understanding of essence .................................................. 757
Chris Barnham

Machines that learn how to code open-ended survey data ...................................... 775
Andrea Esuli and Fabrizio Sebastiani

The concept of engagement: a systematic analysis of the ongoing marketing debate ......................... 801
Rossella C. Gambetti and Guendalina Graffigna

Using partial profile choice experiments to handle large numbers of attributes ........ 827
Keith Chrzan

Book reviews .............................................................................................................. 841

Julie Tinson – Conducting research with children and adolescents: design, methods and empirical cases
Agnes Nairn

Steve Jackson – Cult of analytics, driving online marketing strategies using web analytics
Hilary Catherine Murphy
FORUM

The use of the concept test study in writing a series of bestselling academic books

Chua Yan Piaw
University of Malaya

Market research is important in helping publishers to understand the needs of the book market, while the concept test is important in helping authors to understand the needs of readers. This author conducted a concept test study before writing a series of research reference books. The study was carried out to identify the content, the prices and the physical aspects of the books. Based on the results of the study, this author wrote a research book series consisting of 58 chapters. The books were published by McGraw-Hill Education between 2006 and 2008. The book series has been widely used by researchers, educators and students in local higher educational institutions and is one of McGraw-Hill's bestselling series (McGraw-Hill 2008). This paper presents the study, and shows how the results of market research could be used as the basis for writing a successful book.

Market research in the publishing industry

Although marketing research is a new trend in book publishing, compared to other marketing and servicing companies, the best publishing companies today are all marketing-driven (Baverstock 2008). For these publishers, marketing research is designed to provide information that assists companies in determining their product development and marketing strategies. Market research is used for studying the book market to keep abreast of what is selling, to identify where the potential for development

Received (in revised form): 7 December 2009