

PART 2 Capturing Marketing Insights

Chapter 3 | Collecting Information and Forecasting Demand

Chapter 4 | Conducting Marketing Research



In This Chapter, We Will Address the Following **Questions**

1. What are the components of a modern marketing information system?
2. What are useful internal records for such a system?
3. What makes up a marketing intelligence system?
4. What are some influential macroenvironment developments?
5. How can companies accurately measure and forecast demand?

The severe economic recession that began in 2008 led many firms to cut their prices and use sales to try to retain customers.