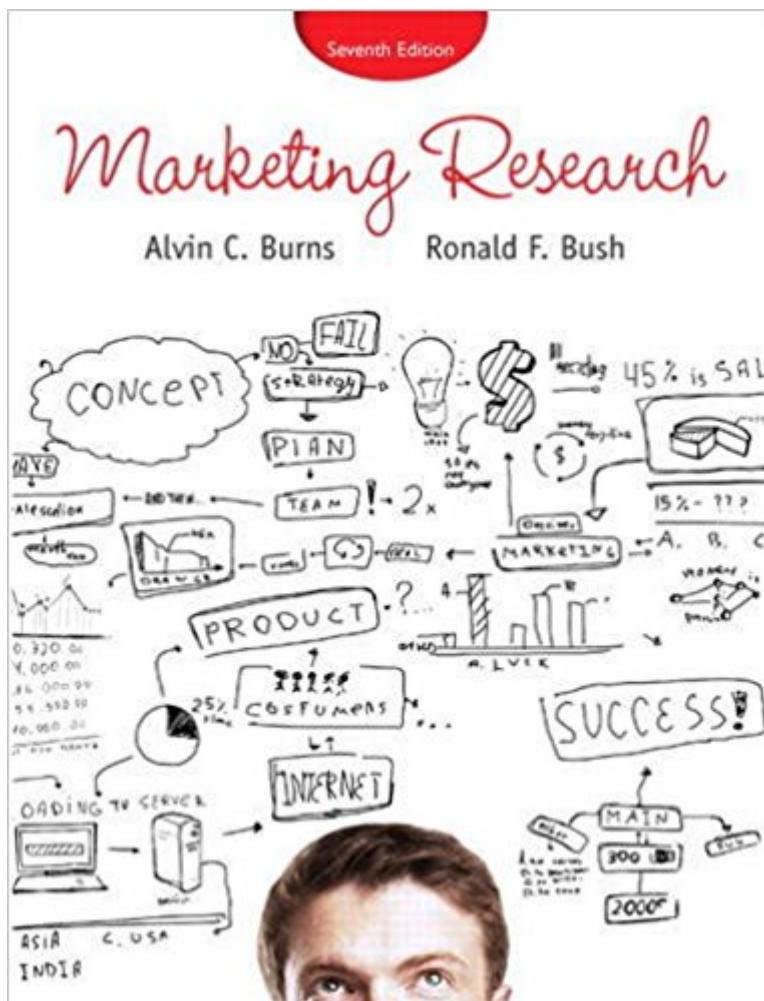


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Marketing Research (7th Edition)



Synopsis

Directed primarily toward undergraduate marketing college/university majors, this text also provides practical content to current and aspiring industry professionals. Marketing Research gives readers a “nuts and bolts” understanding of marketing research and provides them with extensive information on how to use it. This text provides the fundamentals of the statistical procedures used to analyze data without dwelling on the more complex and intricate concepts.

Book Information

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Customer Reviews

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It fulfilled my needs for my class.

Very nice presentation with balance between content, images and case studies. A book that takes you through all the process, understandable for non related professionals but a MUST for experts on the field. Half of the book contains whatever you need to be an expert, the other half contains the application on the field. Also contains a very detailed index. It has a magnificent writing to involve you on this marketing field, and a magic easy to understand teaching. A MUST HAVE book on Marketing.

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good book

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