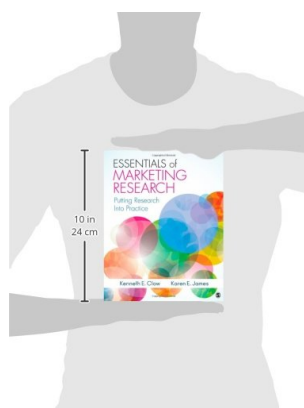


[PDF] Essentials Of Marketing Research: Putting Research Into Practice

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Title: Essentials of Marketing Resea

Author: Kenneth E. Clow, Karen E. Ja

Released:

Language:

Pages: 520

ISBN: 1412991307

ISBN13: 9781412991308

ASIN: 1412991307

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Essentials of Marketing Research: Putting Research into Practice, an exciting new practical guide by Kenneth E. Clow and Karen E. James offers a hands-on, applied approach to developing the fundamental data analysis skills necessary for making better management decisions using marketing research results. Each chapter opens by describing an actual research study related to the chapter content, with rich examples of contemporary research practices skillfully drawn from interviews

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