

Essentials Of Marketing Research A Hands On Orientation

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Essentials Of Marketing Research A

Essentials of Marketing Research takes an applied approach to the fundamentals of marketing research by providing examples from the business world of marketing research and showing students how to apply marketing research results. This text focuses on understanding and interpreting marketing research studies.

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- Emphasize practical applications: A do-it-yourself approach and detailed real-world cases let students see how marketing research is actually conducted. \u2022 Foster interest through contemporary content: Current examples and an emphasis on online market research and social media helps students understand the relevance of course material.

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TEXT \u2013 Essentials of Marketing Research \u2013 Naresh K. Malhotra. Ts will get an appreciation of what good research design means Secondary and primary data collection techniques; ualitative and uantitative methods and forms of analysis; and conveying the insights from research findings will give students a clear view of how to make marketing research work This

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