

# Review of Marketing Research



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# Overview

Review of Marketing Research, now in its second volume, is a recent publication covering the important areas of marketing research with a more comprehensive state-of-the-art orientation. The chapters in this publication will review the literature in a particular area, offer a critical commentary, develop an innovative framework, and discuss future developments in addition to containing specific empirical studies. The response to the first volume has been truly gratifying, and we look forward to the impact of the second volume with great anticipation.

## 作者介绍:

### About the Author

Naresh K. Malhotra (along with a distinguished editorial review board), the RMR series features individual papers by the marketing field's leading researchers and academicians. Each contribution undergoes a rigorous double-blind review process. Each volume represents an across-the-board view of the full range of current marketing research methodologies. No bookshelf or library will be complete without the annual volumes in the Review of Marketing Research series.

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