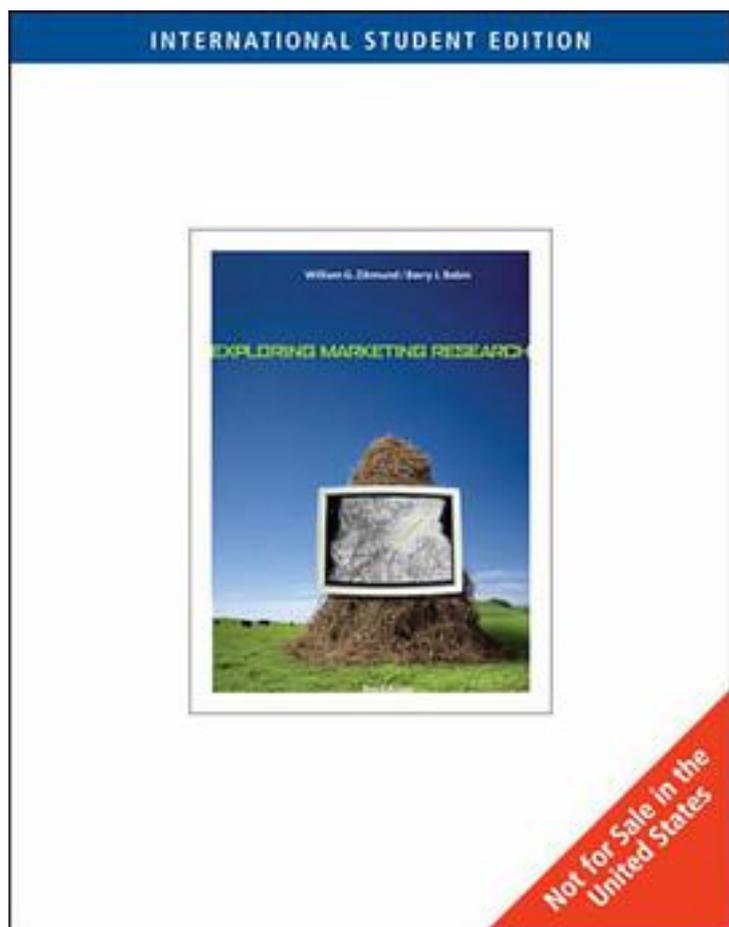


Exploring Marketing Research



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出版者:South-Western College Pub; 9 edition

出版时间:2006

装帧:Hardcover

isbn:9780324320886

EXPLORING MARKETING RESEARCH deals with the design, collection, analysis, and reporting of marketing research data relevant to a firm's current and future needs. The text focuses on students as managers, not practitioners, of marketing research.

Students learn about traditional types of marketing research, such as designing questionnaires, as well as the latest technological developments that facilitate marketing research including data collection devices, data analysis tools, and practical approaches to data analysis. In addition, this edition places more emphasis on ethical and international issues relating to marketing research.

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