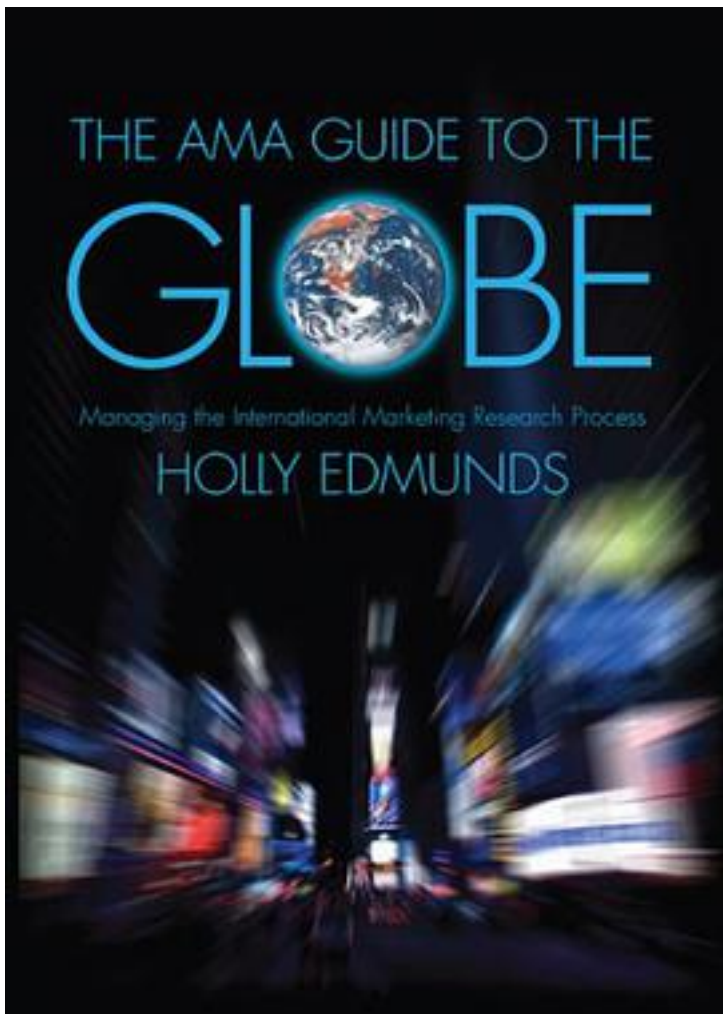


The AMA Guide to the Globe



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This book is designed to help research buyers make sound decisions regarding

international research. Research buyers, as used in this book, could also be a researcher working internally for their own corporate clients. Through a step-by-step discussion of the basic issues and tasks involved in the global research process, this book will help you initiate an international research project, and manage the process from the questionnaire development through the project completion.

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