

Marketing Research



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"Marketing Research" is written to introduce readers to the interesting and challenging world of research-supported marketing decisions. Donald Cooper and Pamela Schindler use their research and teaching experience, as well as their contacts in the research industry, to create a text full of practical examples and researcher insights. Unlike other first editions, the author team of Cooper and Schindler have been writing successful textbooks in research methods for more than a decade. In "Marketing Research" they tap into their experience to create a fresh visual approach full of practical examples and researcher insights.

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