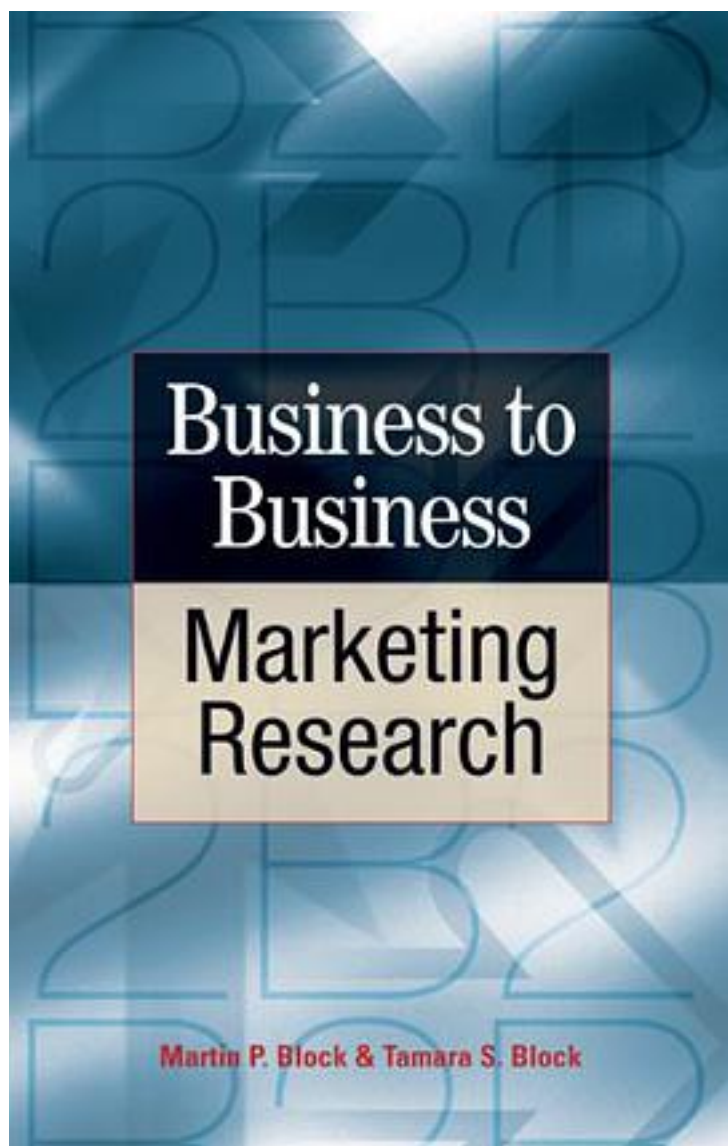


# Business to Business Marketing Research



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BUSINESS TO BUSINESS MARKETING RESEARCH is written by proven research powerhouses. Drawing upon their collective years of experience, the authors examine topics unique to B2B, equipping readers with the tools and the techniques for effective research. The book spotlights new techniques related to focus groups and in-depth interviews, as well as the impact of data mining and other computer and technology-driven types of research. an accompanying CD enables users to apply the tips and techniques to live data.

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