

Marketing Research



[Marketing Research_下载链接1](#)

著者:Naresh Malhotra

出版者:Prentice Hall

出版时间:2006-07-08

装帧:Hardcover

isbn:9780132221177

For graduate and upper-level undergraduate courses in Marketing Research and Marketing Data Analysis.

"Marketing Research: An Applied Orientation, 5e" allows students to actually experience the interaction between marketing research and marketing decision-making.

作者介绍:

目录:

[Marketing Research_下载链接1](#)

标签

市场研究

marketing

课本

经济/金融

professional

评论

[Marketing Research_ 下载链接1](#)

书评

[Marketing Research_ 下载链接1](#)