

An An Introduction to Market & Social Research

An Introduction to

MARKET & SOCIAL RESEARCH

Planning & using research tools & techniques



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MRS

City
Guilds

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出版者:Kogan Page

出版时间:2006-11-14

装帧:Paperback

isbn:9780749443771

Established market researchers offer a complete, step-by-step guide to basic principles and techniques

Market research is vital for businesses, both large and small. It provides the information needed to encourage success, enhance competitiveness and maximize profits. With the inclusion of tasks and multiple-choice questions in each section, this introductory textbook is also a workbook. Full of bite-sized chunks of information, with lots of practical examples, "An Introduction to Market and Social Research" is essential to students and anyone looking for guidance to managing research.

Published with the Market Research Society

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