

# Marketing Research



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"Marketing Research" offers the best approach toward communicating the intricacies of this field and its usefulness to the marketing organization. "Macro-micro-macro" in design, and fitting for students in the intermediate or advanced courses, this highly-regarded text focuses on market intelligence, strategy, theory, and application. The new tenth edition retains its coverage of the most advanced and current marketing research methodologies and points out their limitations, as well their potential for enhancing research results. It also brings to the forefront the relevance of marketing intelligence, the power of the Internet in marketing research applications, and much more.

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