

MARKETING RESEARCH



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This is a Pearson Global Edition. The Pearson Editorial team worked closely with educators around the world to include content especially relevant to students outside the United States. For undergraduate marketing research courses. The "nuts and bolts" of marketing research. Marketing Research gives students a "nuts and bolts" understanding of marketing research and provides them with extensive information on how to use it. Written at a level first-time marketing research students understand, this text provides the basic fundamentals of the statistical procedures used to analyze data without dwelling on the more complex and intricate concepts. The sixth edition now includes new case ideas contributed from innovative professors (5 of them with international authorship), updated insight from industry professionals, and current information on how marketing research is being practiced today.

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