

The Handbook Of Marketing Research Uses Misuses And Future Advances

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The Handbook Of Marketing Research

Divided into four parts, the Handbook addresses (1) the different nuances of delivering insights; (2) quantitative, qualitative, and online data gathering techniques; (3) basic and advanced data analysis methods; and (4) the substantial marketing issues that clients are interested in resolving through marketing research. Key Features:

The Handbook of Marketing Research | SAGE Publications Inc

A unique feature of this work is its emphasis on the potential of market research as a generator of marketing insights, this positioning market research as a trusted adviser. This handbook can serve as an up-to-date reference for market research suppliers as well as a guide for users. Highly Recommended."-- W. C. Struning Published On: 2007-01-18

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The Handbook of Marketing Research: Uses, Misuses, and ...

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The Handbook of Marketing Research - SAGE Research Methods

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