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contenido el papel de la investigación de mercados en la toma de decisiones administrativas la industria de la investigación de mercados la definición del problema y el proceso de investigación datos secundarios y bases de datos investigación cualitativa investigación por encuestas el profundo impacto de internet recopilación de datos primarios observación recopilación de datos primarios experimentación el concepto de la medición utilización de escalas de medición para lograr un marketing eficaz diseño del cuestionario aspectos básicos del muestreo determinación del tamaño de la muestra procesamiento de datos y análisis fundamental de datos pruebas estadísticas de las diferencias correlación divariada y regresión análisis multivariado de datos comunicación de los resultados de la investigación administración de la investigación de mercados y ética de investigación

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