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a conceptual approach and introduction to the field of marketing research

thoroughly updated and revised to emphasize the link between research and evidence based practice this ninth edition of a classic textbook presents state of the art methods for conducting high quality studies the ancillary resource manual includes application exercises models of comprehensive research critiques a full nigr grant application and a toolkit on a cd rom containing exemplary research tools e g consent forms a demographic questionnaire statistical table templates all in easily adapted word documents provided by publisher

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