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### Essentials Of Marketing Research Filesarsoned

Authorized adaptation from the United States edition, entitled Essentials of Marketing Research: A Hands-On Orientation, 1st edition, ... industrial marketing research) and in interviewing respondents who are competitors (e.g., travel agents' perceptions of airline package travel programs).

### Essentials of Marketing Research

Essentials of Marketing Research, Global Edition Table of Contents Cover Brief Contents Contents Foreword Preface About the Author Part 1: Introduction and Early Phases of Marketing Research Chapter 1: Introduction to Marketing Research Overview Learning Objectives Definition of Marketing Research A Classification of Marketing Research

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