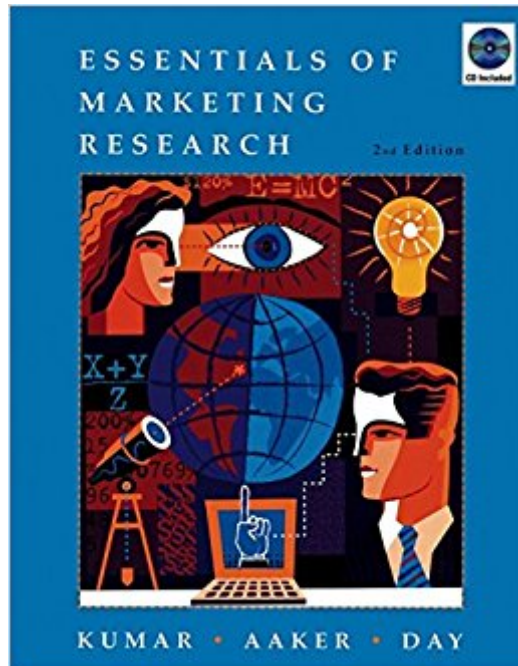




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# Essentials Of Marketing Research, 2nd Edition



## Synopsis

Contains detailed discussions of the process, with numerous examples from the industry. \*

Coverage on international marketing research expands the readers' ability to deal with issues that are not encountered in the domestic country research. \* Discussion on how to apply marketing research in various marketing applications is presented.

## Book Information

Hardcover: 512 pages

Publisher: Wiley; 2 edition (November 16, 2001)

Language: English

ISBN-10: 047141235X

ISBN-13: 978-0471412359

Product Dimensions: 8.2 x 1.1 x 10.4 inches

Shipping Weight: 2.9 pounds

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