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important technical and analytical concepts in a very accessible manner. It can be downloaded for free here. The text is divided into eight chapters, each of which focuses on a specific issue relating to marketing research projects.

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engaging, do-it-
yourself approach

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oriented approach

to equip students

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and new market

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marketing research
to support smart
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methods, ...

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market research
principles, while at
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being concise

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Research is
organized around
the well-accepted
six-step framework
for conducting
marketing
research, which

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Content. The steps

are as follows: 1.

Problem definition

2. Approach to the

problem 3.

Research design

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fundamentals of

marketing research by providing

examples from the business world of marketing research and showing

students how to apply marketing research results.

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to the design,

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Covering essential

principles and

techniques in a

streamlined,

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students with the
core knowledge
and skills needed
to manage
marketing research
effectively.

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thorough coverage

that delivers the

essential

information

students need to

skillfully use

marketing research

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tasks.

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Essentials takes an

in-depth look at

each step in the

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market research process. Students will get a clear understanding of how to conduct primary and secondary research, how to analyze the data, and much more. Table of Contents. Chapter 1 - The Purpose of Market Research.

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with the tools and

skills necessary to

solve business

problems and

exploit business

opportunities.

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providing students

with the ...

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Identifying and

assessing the ways

in which changes in

the marketing mix

affect consumer

behavior is key to a

successful

marketing

strategy. The

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the student in

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interpreting

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textbook covers

the full range of

topics, including:

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practical guide by

Kenneth E. Clow

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offers a hands-on,

applied approach

to developing the

fundamental data

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necessary for
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content ...

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