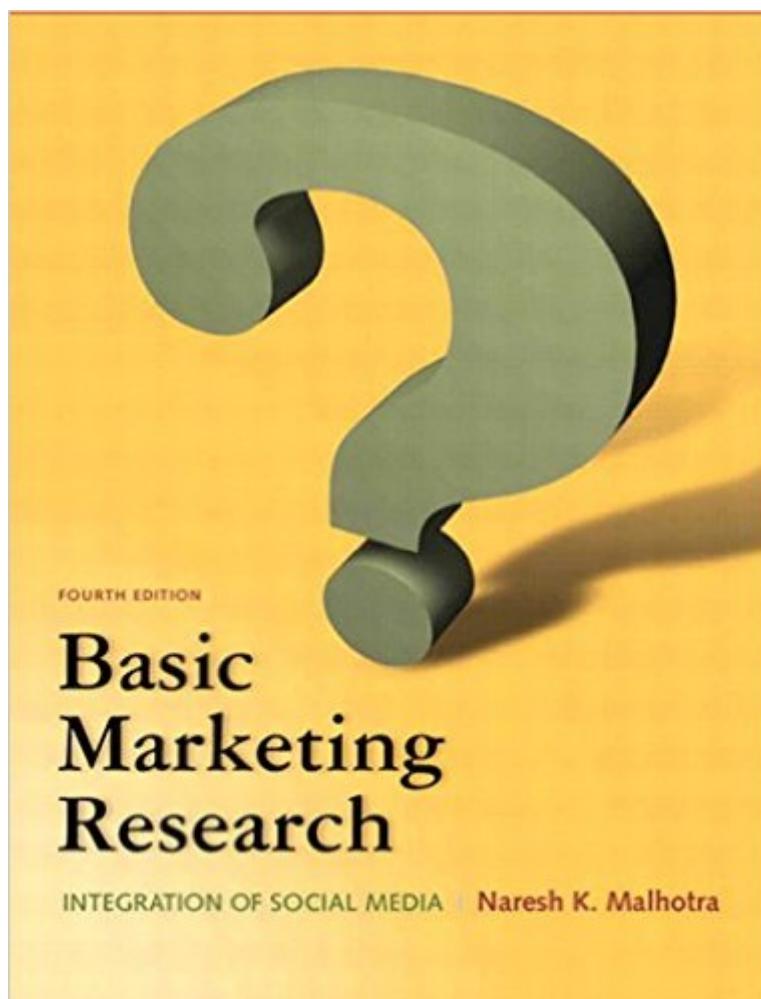


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Basic Marketing Research



Synopsis

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. Focusing on the interaction between marketing research decisions and marketing management decisions, Malhotra offers a highly contemporary review that enables readers to increase their SPSS and Excel skills.

Book Information

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Such a great textbook. It's easy to read and provides current information about businesses and strategies they have taken to improve their marketing strategies.

Needed it for class, its a good and helpful book for marketing

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