

Marketing Research (7th Edition)

By Alvin C. Burns, Ronald F. Bush



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Directed primarily toward undergraduate marketing college/university majors, this text also provides practical content to current and aspiring industry professionals.

Marketing Research gives readers a "nuts and bolts" understanding of marketing research and provides them with extensive information on how to use it. This text provides the fundamentals of the statistical procedures used to analyze data without dwelling on the more complex and intricate concepts.



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