

The Handbook Of Marketing Research Uses Misuses And Future Advances

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The Handbook Of Marketing Research

Divided into four parts, the Handbook addresses (1) the different nuances of delivering insights; (2) quantitative, qualitative, and online data gathering techniques; (3) basic and advanced data analysis methods; and (4) the substantial marketing issues that clients are interested in resolving through marketing research. Key Features:

The Handbook of Marketing Research | SAGE Publications Inc

A unique feature of this work is its emphasis on the potential of market research as a generator of marketing insights, this positioning market research as a trusted adviser. This handbook can serve as an up-to-date reference for market research suppliers as well as a guide for users. Highly Recommended."-- W. C. Struning Published On: 2007-01-18

The Handbook of Marketing Research: Uses, Misuses, and ...

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The Handbook of Marketing Research: Uses, Misuses, and ...

This handbook of marketing research addresses the above issues of generating insights through creative data gathering, deep analytics, and right problem definition with the hope that marketing research will be able to meet client expectations.

The Handbook of Marketing Research - SAGE Research Methods

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