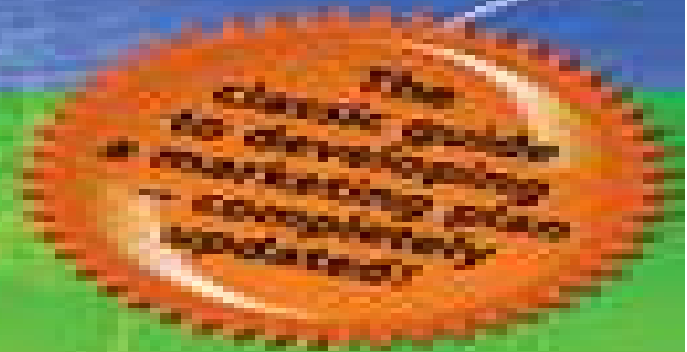


Marketing Plannning Guide

Third Edition



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Marketing Research Bruce Wrenn, Robert E. Stevens, David L. Loudon, 2007 This textbook takes students through each stage of designing and conducting marketing research and interpreting the resulting data Topics include for example sample size the interviewing relationship hypothesis testing and report formats The second edition features a new section on using Internet surveys The CD ROM is an SPSS 11.0 data disk containing a variety of practice cases

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public health and students and educators of marketing and economics *The Marketing Manual* Michael Baker, 2009-11-03
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