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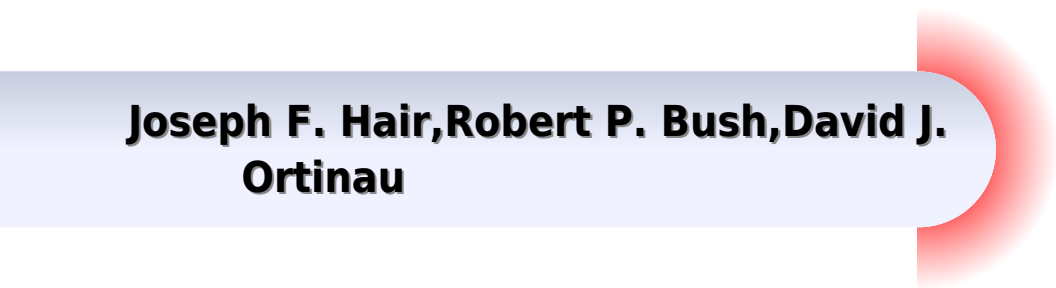
an overview of the research process and the role of marketing research in the business decision-making process



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Marketing Research Within A Changing Information Environment

**Joseph F. Hair, Robert P. Bush, David J.
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Marketing Research Within A Changing Information Environment:

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Marketing Research Joseph F. Hair, 2003 **Marketing Research** Suja R. Nair, 2003 **Marketing Research** Jan Wiid, Colin Diggines, 2010-06 Written for introductory marketing classes this text explains what information is needed to plan and implement a successful marketing campaign and how to find that data Including details on finding such relevant facts as the size of a potential market the shopping and buying habits of consumers in that market and the competitive and environmental factors that may affect a campaign this primer will guide readers to become savvy marketing managers

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