The Market Research Process



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Tracy L. Tuten

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International Market Analysis John KuadaA,2008-07-15 International Market Analysis Theories and Methods is an indispensable book for students and executives of international businesses who want to make sense of their global market opportunities. The book gives readers a concise overview of the theoretical foundations of international market analysis and practical guidance on how to generate and disseminate knowledge about existing and new markets in order to support executives strategic responses to customer needs. The discussions are based on tested concepts and frameworks in combination with the author's own professional insights into global business situations. Highlights of the book include detailed discussions of the relationships between market orientation and market analysis concepts and types of international market knowledge meta theoretical foundations of international market analysis an integrative model for international market opportunity identification as well as specific tools for quantitative and qualitative data collection and analyses

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