



# Marketing Research

*Text and Cases*

Bruce Wrenn  
Robert Stevens  
David Loudon



# Marketing Research Text With Cases

**Jan Wiid, Colin Diggines**



## **Marketing Research Text With Cases:**

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interviews with executives special issues such as multi sited ethnography and research on sensitive topics Authors include leading scholars and practitioners from North America and Europe They draw on a wealth of experience using well established as well as emerging qualitative research methods The result is a thorough timely and useful Handbook that will educate inspire and serve as standard reference for marketing academics and practitioners alike **Marketing Research-Text & Cases 2E** Rajendra Nargundkar,2003-06 Marketing Research Procedures Lloyd Martin DeBoer,1982 *Marketing Research* Donald S. Tull,1976

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