

1. Record Nr.	UNINA9910150208103321
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Titolo	Essentials of marketing research / / Naresh K. Malhotra, David F. Birks, Peter Wills
Pubbl/distr/stampa	Harlow, England : , : Pearson Education Limited, , [2013] Â©2013
ISBN	1-78764-420-0 0-273-72437-1
Edizione	[1st ed.]
Descrizione fisica	1 online resource (496 pages)
Collana	Always learning
Disciplina	658.83
Soggetti	Marketing research
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and index.
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Essentials of Marketing Research offers a balance of contemporary theory, European case material and software to help students to understand and apply the principles of designing and conducting high quality quantitative and qualitative marketing research and to give them the study skills to confidently design all stages of the marketing research process.

