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METHODOLOGY DECISIONS; TYPES OF INTERVIEWS THE IMPORTANCE OF RELEVANT MARKET INFORMATION

Sommario/riassunto

Get the tools you need for effective market research?including Internet surveys!The Marketing Research Guide: Second Edition is the newest edition of the Haworth marketing research classic that now includes Internet sources of data, Internet surveys, and an added advanced statistical analysis chapter. Step-by-step instructions take practitioners through the entire marketing research process. Worksheets, sample proposals, questionnaires, and a copy of a final report foster complete understanding of the tools and techniques of marketing research.The Marketing Research Gui
