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Autore	Birn Robin
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Sommario/riassunto	Fast track route to mastering market research. Covers key market research techniques, from asking the right questions and using statistics to analysing data and acting on the information. Examples and lessons from benchmark companies in publishing, consumer goods, brewing and others. Includes a glossary of key concepts and a comprehensive resources guide. ExpressExec is a unique business resource of one hundred books. These books present the best current thinking and span the entire range of contemporary business practice. Each book gives you the key concepts be