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SOURCES OF DATA; TYPES OF DATA; SECONDARY DATA SOURCES; SECONDARY DATA SOURCES ON THE WORLD WIDE WEB; YOUR LOCAL LIBRARY; USES OF SECONDARY DATA; PRIMARY DATA; TYPES OF PRIMARY DATA; METHODS OF COLLECTING PRIMARY DATA; PROCEDURES OF THE COMMUNICATION METHOD; PERSONAL INTERVIEWING; TELEPHONE INTERVIEWING; MAIL SURVEYING; STRENGTHS AND WEAKNESSES OF COMMUNICATION METHODS; PROCEDURES OF THE OBSERVATION METHOD; SUMMARY; WORKSHEET; Chapter 6 Designing the Data-Gathering Instrument; GOALS OF A QUESTIONNAIRE; CLASSIFICATION OF QUESTIONS; STEPS IN DESIGNING A QUESTIONNAIRE; SUMMARY; WORKSHEET
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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
