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Sommario/riassunto

Identifying and assessing the ways in which changes in the marketing mix affect consumer behavior is key to a successful marketing strategy. The Essentials of Marketing Research guides the student in designing, conducting and interpreting marketing research. This comprehensive textbook covers the full range of topics, including: Secondary research and data miningInternet marketing researchQualitative and exploratory researchStatistical analysisMarketing research ethicsWith learning objectives at the beginning of each