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Sommario/riassunto	Help your patrons create effective marketing research plans with this sourcebook! Marketing Information: A Strategic Guide for Business and Finance Libraries identifies and describes secondary published sources of information for typical marketing questions and research projects. Experts in the field offer a guided tour of the signposts and landmarks in the world of marketing information?highlighting the most important features. This extensive guide serves as a strategic bibliography, covering over 200 printed books and serials, subscription databases, and free Web sites. Mar