MARKETING RESEARCH AN APPLIED APPROACH

FIFTH EDITION

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1 Introduction to marketing research

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Overview
What does 'marketing research' mean?
A brief history of marketing research
Definition of marketing research
The marketing research process
A classification of marketing research
The global marketing research industry
Justifying the investment in marketing research
The future - addressing the marketing research
skills gap
Summary
Questions
Exercises
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2 Defining the marketing research problem and developing a research approach

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