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This highly regarded text focuses on market intelligence, strategy, theory, and application and retains its coverage of the most advanced and current marketing research methodologies. Pointing out these methodologies' limitations and strengths, the book

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InMarketing Research Essentials, 9th Edition, authors Carl McDaniel

and Roger Gates share their industry experience to teach students how to make critical business decisions through the study of market research. Designed for marketing research courses, the authors practical, applications-based approach features Real Data, Real People, and Real Research, to prepare students to conduct and use market research for future careers in business. *Marketing Research: Amazon.co.uk: McDaniel Jr.,*

Carl ...

Synopsis This text takes a "macro micro macro" approach toward communicating the intricacies of marketing research and its usefulness to the marketing organization. The book begins with a macro level treatment of what marketing research is, where it fits within an organization, and how it helps in managerial decision making.

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