



# Essentials of Marketing Research

By Naresh K. Malhotra, David F. Birks, Peter A. Wills



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The ethical dilemmas faced by researchers, the social and cultural issues of research created by globalisation and more powerful forms of communication (e.g. e-communication) will be addressed. This text aims to present a clear understanding of the nature, scope and process of marketing research at an introductory level and to give students the study skills to confidently design all stages of the marketing research process.

This book is perfect for one semester courses in Marketing Research.



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