

Essentials of Marketing Research: Putting Research into Practice

About the Book

Essentials of Marketing Research: Putting Research into Practice is the definitive guide to conducting effective marketing research. Written by a team of experts, this book provides step-by-step guidance on every aspect of the research process, from designing and conducting surveys to analyzing and interpreting data.

This book is essential reading for anyone who wants to conduct marketing research, regardless of their level of experience. It is also a valuable resource for students of marketing and business.



Essentials of Marketing Research: Putting Research Into Practice by Kenneth E. Clow

★★★★☆ 4.2 out of 5

Language : English
File size : 11406 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 520 pages



What's Inside the Book?

Essentials of Marketing Research: Putting Research into Practice covers all aspects of the marketing research process, including:

- Designing and conducting surveys
- Collecting and analyzing data
- Interpreting and presenting research results
- Using research to make marketing decisions

The book also includes case studies and examples from real-world marketing research projects.

Why Choose This Book?

There are many reasons to choose Essentials of Marketing Research: Putting Research into Practice, including:

- It is written by a team of experts with decades of experience in marketing research.
- It provides step-by-step guidance on every aspect of the research process.
- It includes case studies and examples from real-world marketing research projects.
- It is an essential reading for anyone who wants to conduct marketing research.

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Essentials of Marketing Research: Putting Research into Practice is available now from all major booksellers. Free Download your copy today and start putting research into practice!



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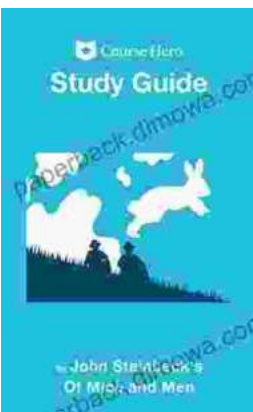


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