



Essential Marketing 8: Marketing Research

By Norman Clark

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.How to understand the requirements of Research, how to set up sensible research programmes. How to avoid pitfalls and errors. All avenues of research are simply explained with the plusses and minusses of each in this Book 8 of the 10-part series.



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