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# Basic Marketing Research (4th Edition)



## Synopsis

Focusing on the interaction between marketing research decisions and marketing management decisions, Malhotra offers a highly contemporary review that enables readers to increase their SPSS and Excel skills.

## Book Information

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Such a great textbook. It's easy to read and provides current information about businesses and strategies they have taken to improve their marketing strategies.

Needed it for class, its a good and helpful book for marketing

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