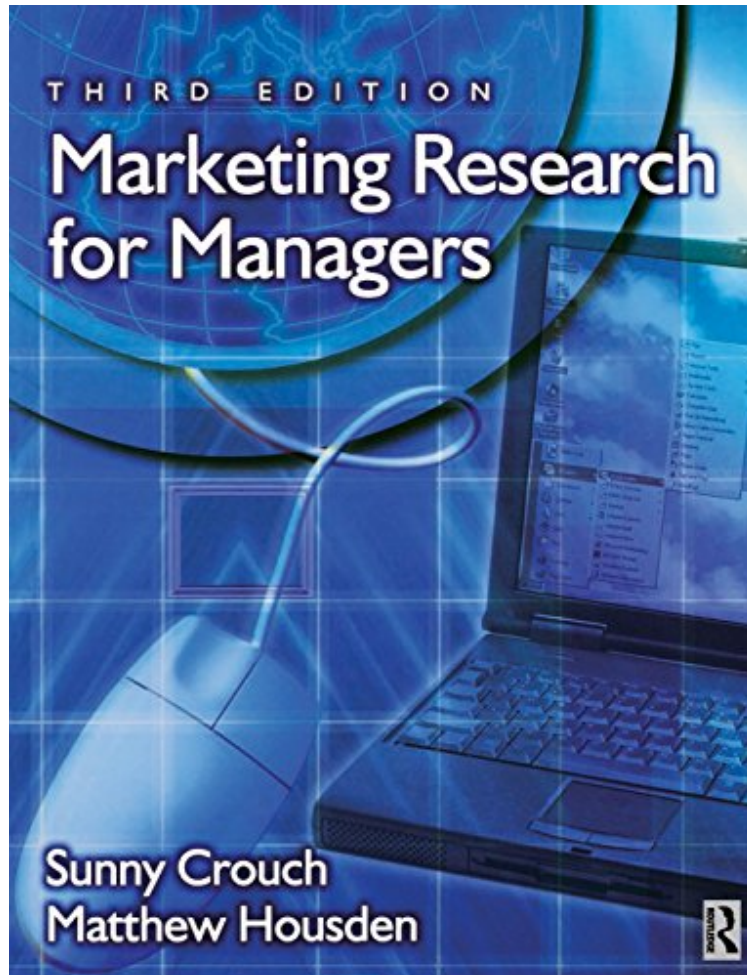


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Marketing Research for Managers (Chartered Institute of Marketing)

Sunny Crouch, Matthew Housden

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From the Back CoverMarketing Research for Managers, now in its third edition, is an easy-to-read, practical introduction to marketing research. It covers a range of marketing research techniques and describes how each stage in the research process is carried out with an appreciation of their strengths and weaknesses. The purpose of the book is to enable managers to become more informed research users and buyers. The more managers know about how marketing research works, the more effective they can be in using it as a management tool. This new edition of the text includes: * The development of the 'knowledge economy' * Analysis of customer relationship management * Comprehensive discussion of electronic techniques * New and updated case studies and examples

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