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1.3.1 Marketing research today 9 1.4 Marketing Research and the Development of the Marketing Plan 10 1.4.1 The relationship between data, information and knowledge 12 1.5 Ethics in Marketing Research 13 1.5.1 Ethical research issues 13 1.5.2 Guidelines for conducting ethical research 14 2 RESEARCH AS A PROCESS 19 2.1 The Uses of Marketing ...

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Basic Marketing Research: Integration of Social Media, Fourth Edition, was published in 2011 and is likewise a global leader in the field. His latest book, Essentials of Marketing Research: A Hands-On Orientation, was published by Pearson in 2014. Dr. Malhotra has consulted for business, non-profit and government organizations in the

Short Biography: Naresh K. Malhotra - Georgia Tech

Alvin C. Burns Ronald F. Bush. Preface xxi CHAPTER1: INTRODUCING MARKETING RESEARCH 2 ... The Timing Is Wrong to Conduct Marketing Research 69 Funds Are Not Available for Marketing Research 70 ... Basic Measurement Concepts 235 Open-Ended Measurement 237

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