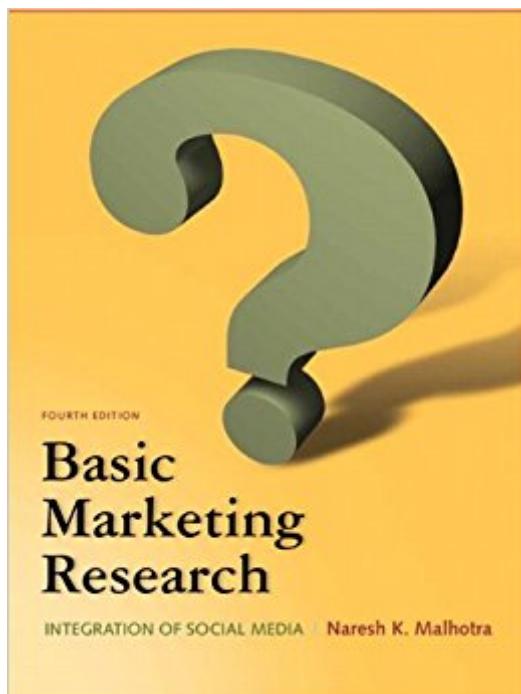


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# Basic Marketing Research (4th Edition)



## 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

Hardcover: 672 pages

Publisher: Pearson; 4 edition (July 23, 2011)

Language: English

ISBN-10: 0132544482

ISBN-13: 978-0132544481

Product Dimensions: 8.5 x 1.2 x 10.9 inches

Shipping Weight: 3.3 pounds (View shipping rates and policies)

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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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