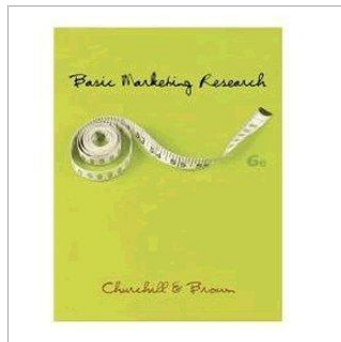




marketing materials selection. English copy version of the basic marketing research (6th edition)(Chinese Edition)

By MEI) XIAO JI ER BO TE A QIU JI ER // TANG MU J BU LANG

paperback. Condition: New. Language: Chinese. Pages Number: 0 Publisher: Peking University Press Pub . Date :2008-07-01. for the purpose of the book to be practical. through the course of the research questions into a few basic steps to good marketing managers and market researchers to make choices and decisions provides a clear framework. these steps include: (1) be a problem; (2) determine the research methods; (3) determine the methods of data collection; (4) design data collection forms; (5) Select the sample and col.

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