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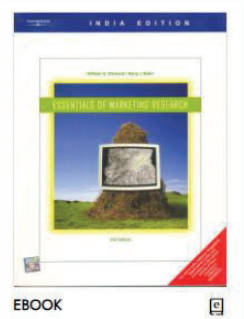


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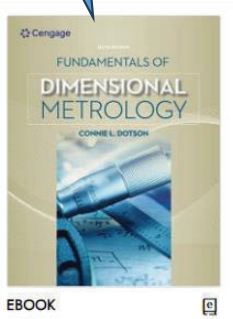
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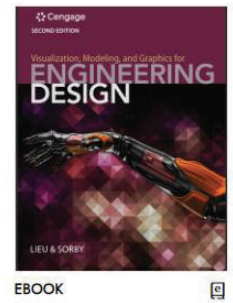
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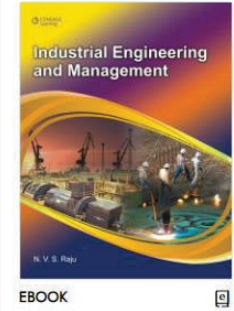
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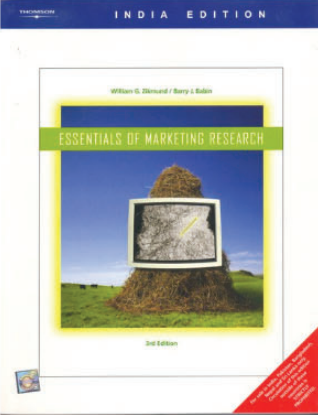
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Publisher Name : Cengage India

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In response to market feedback, ESSENTIALS OF MARKETING RESEARCH, 3rd, was developed directly from the ninth edition of Barry J. Babin and William Zikmund's best-selling Exploring Marketing Research text. ESSENTIALS OF MARKETING RESEARCH focuses on students as managers, not practitioners, of marketing research. It addresses the design, collection, analysis and reporting of marketing research data relevant to a firm's current and f

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