

Basic Marketing Research

applications to contemporary issues



NARESH K.
MALHOTRA

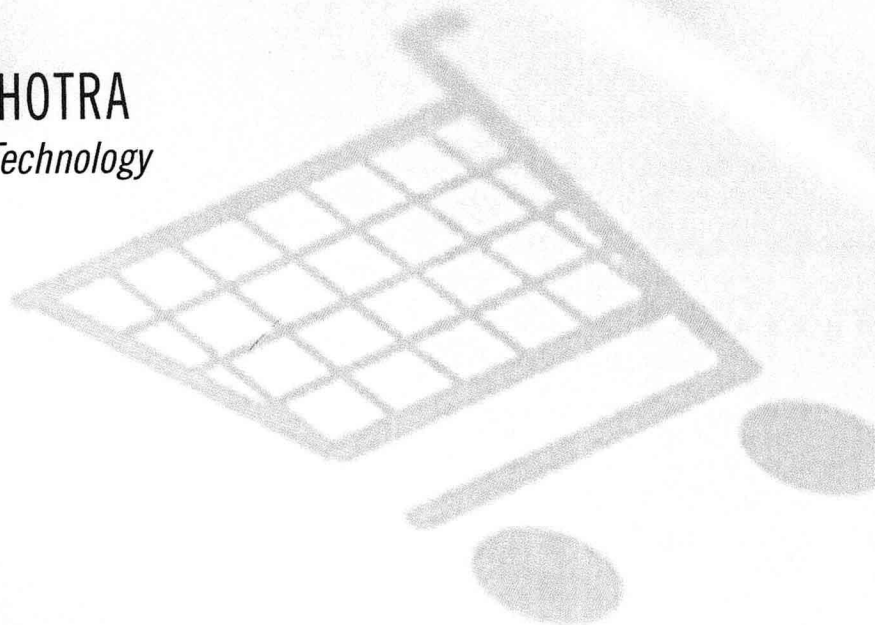
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BASIC MARKETING RESEARCH

Applications to Contemporary Issues

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Georgia Institute of Technology



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