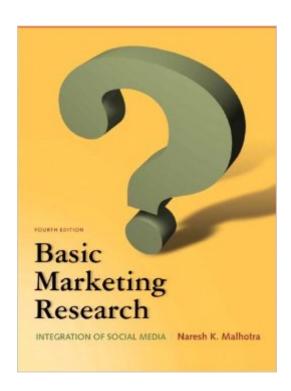
The book was found

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)

Average Customer Review: 4.7 out of 5 stars Â See all reviews (6 customer reviews)

Best Sellers Rank: #154,498 in Books (See Top 100 in Books) #134 in Books > Business &

Money > Marketing & Sales > Marketing > Research #188 in Books > Textbooks > Business &

Finance > Marketing #40620 in Books > Reference

Customer Reviews

I haven't rented a book in the past so this is my first experience, but I think comments regarding the books condition would be a good idea, like in the seller's marketplace. The book was listed as being in good condition, but I was not expecting to see a whole chapter with highlighting. I might have chosen a different copy had I known, as I do not like to study with someone else's highlighting and notes.

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

Download to continue reading...

Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click

Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Basic Marketing Research (4th Edition) Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) Network Marketing: How To Recruit Prospect Step By Step From Newbies To Professional in network marketing: network marketing, multiple marketing, MLM, ... Step from Newbies to Professional Book 5) FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business Marketing, Social Media Marketing) Basic Marketing Research: Using Microsoft Excel Data Analysis, 3rd Edition Basic Marketing Research (with Qualtrics Printed Access Card) (TEST series page) Basic Marketing Research Basic Marketing Research (TEST series page) No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses Network Marketing: Network Marketing Recruiting for Facebook: How to Find People to Talk to and What to Say When You Do (MLM Recruiting, Direct Sales, Network Marketing, Home Business) Make Over Your Marketing, 12 Months of Marketing for Salon and Spa: A guide for how-to make over every aspect of marketing in the salon and spa Network Marketing For Introverts: Guide To Success For The Shy Network Marketer (network marketing). multi level marketing, mlm, direct sales)

Dmca