

BASIC MARKETING RESEARCH

Test Bank

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Ronald F. Bush

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William G. Zikmund



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Marketing Research Bruce Wrenn, Robert E. Stevens, David L. Loudon, 2007 This textbook takes students through each stage of designing and conducting marketing research and interpreting the resulting data. Topics include, for example, sample size, the interviewing relationship, hypothesis testing, and report formats. The second edition features a new section on using Internet surveys. The CD-ROM is an SPSS 11.0 data disk containing a variety of practice cases. **Catalog of Copyright**

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