



Marketing Research: An Aid to Decision Making

Alan Shao, Kevin Zhou

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We are confident that the new edition of Marketing Research: An Aid to Decision Making will dramatically improve students' knowledge of marketing research because practitioners, academicians, and past users of the text recommended many of the changes and new topics that we incorporated into this edition. The fact is, there have been numerous changes in the research industry and global marketplace that warrant special attention. When you consider how research organizations are consolidating, economies are growing worldwide, and competition is intensifying, there is a resounding plea for improved knowledge by decision-makers.

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