



Guerrilla Marketing Research: Marketing Research Techniques That Can Help Any Business Make More Money

Kaden Robert J.

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Guerrilla Marketing Research destroys the myth that only big companies can afford marketing research. This addition to the best-selling *Guerrilla Marketing* series focuses on why small and medium-sized businesses can benefit from conducting focus groups and surveys -- and how they can do it for far less money than they think.

This compelling book takes readers on a journey through one of the most misunderstood and under-utilized marketing techniques. In clear, jargon-free style, author Robert Kaden simplifies and clarifies the many misconceptions about market research and its benefits. The secrets unveiled and the tips offered will convince even the most skeptical business owner, manager, or entrepreneur of the value of marketing research.

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