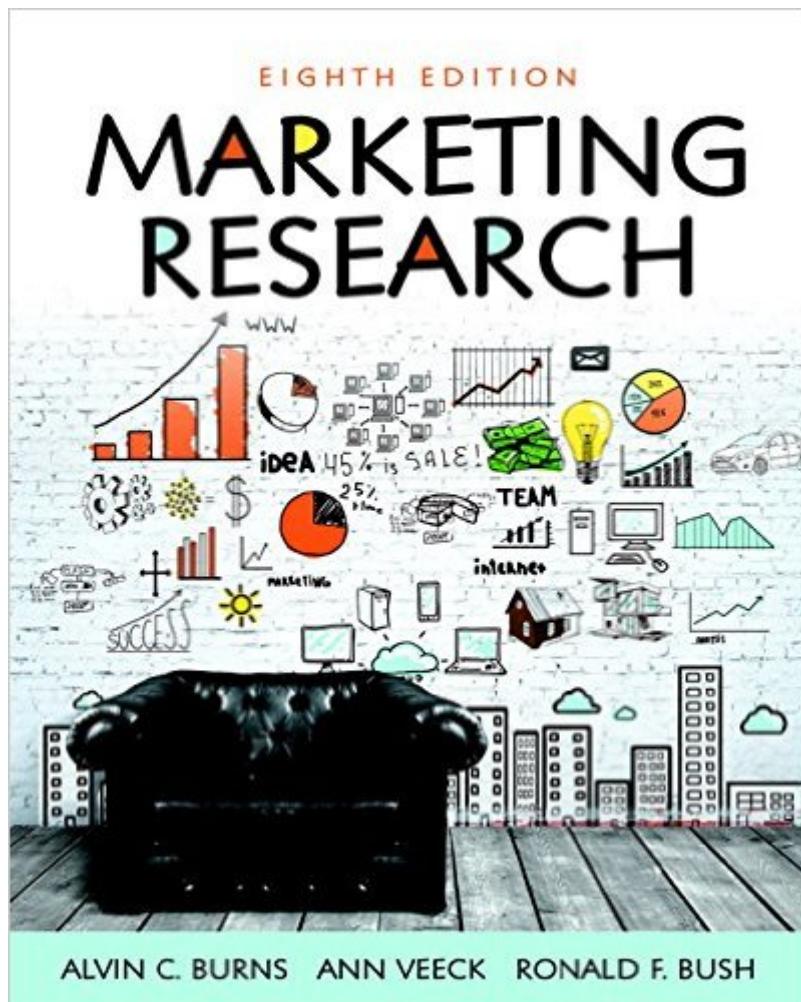


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Synopsis

For courses in global marketing. *Marketing Research: The Eighth Edition of Marketing Research* continues to provide readers with a nuts and bolts introduction to the field of marketing research. Intended for readers with no prior background in marketing research, the book teaches the basic fundamental statistical models needed to analyze market data. This new edition continues with the successful condensed and streamlined organization as the previous edition. An integrated case study throughout the text helps readers relate the material to the real world--and their future careers. All information has been updated to offer the most current insights on forces shaping marketing research, such as the impact of social media and mobile technologies.

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