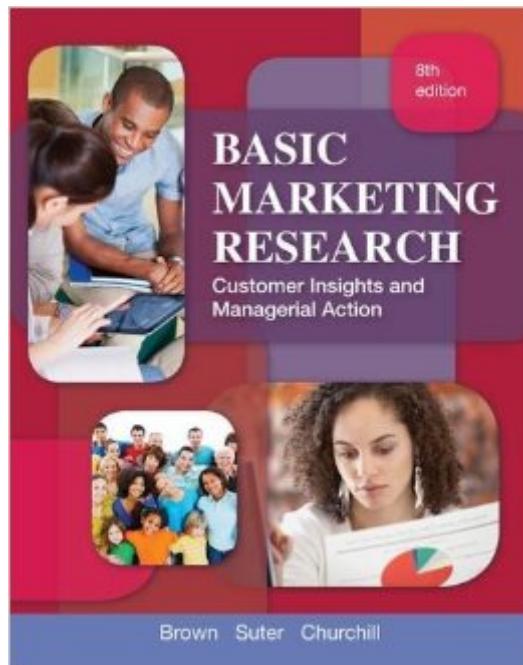


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# Basic Marketing Research (with Qualtrics Printed Access Card) (TEST Series Page)



## **Synopsis**

Why is BASIC MARKETING RESEARCH the best-selling marketing textbook? It is a best seller because it's written from a student's perspective. Authors Brown, Suter, and Churchill know that for a marketing textbook to be effective, students have to be able to understand it. And they've achieved that time and again. This edition is packed with the features that made it a best-seller in the first place, from study tools to updated content to an easy-to-read writing style. Plus, in this volume you'll learn more about how experts gather data and how to use it yourself to turn greater profits.

## **Book Information**

Series: TEST series page

Hardcover: 512 pages

Publisher: Cengage Learning; 8 edition (November 1, 2013)

Language: English

ISBN-10: 1133188540

ISBN-13: 978-1133188544

Product Dimensions: 1 x 8.8 x 11 inches

Shipping Weight: 2.8 pounds (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 starsÂ  See all reviewsÂ (5 customer reviews)

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## **Customer Reviews**

I needed this book for a marketing research class, it was simply laid out and very helpful in my class it was well written and well laid out, the book is in perfect condition.

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