



21st century the universities marketing professional planning textbook: marketing research (2nd edition)(Chinese Edition)

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paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date: 2011 Pages: 316 Publisher: Northeast University of Finance and Economics Press 21st century the universities marketing professional planning textbook: marketing research (2nd edition) describes the theory of market research and market forecast the practical application of the method. as well as market research methods. the prediction results of market research reports and other content. Contents: Chapter 1 Introduction learning goals cited cases 1.1 market research overview 1.2 market research of Type and Application 1.3 market research industry 1.4 Market research ethics morality in this chapter summary of the main concepts of basic training Chapter 2 market research projects. organization and implementation of learning objectives cited cases of 2.1 market research process of the plan 2.2 market research of the organization and implementation of the 2.3 market information on the value of the evaluation in this chapter Summary The main concept of basic training Chapter 3 used data analysis and qualitative research method learning objectives cited in Example 3.1 market research information data 3.2 market research commonly used second-hand information 3.3 focus groups. interviews with law. and...

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