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Brassington & Pettitt, Essentials of Marketing, 3rd ...

Essentials of Marketing Research is organized around the well-accepted six-step framework for conducting marketing research, which imparts structure and unifies content. The steps are as follows: 1. Problem definition 2. Approach to the problem 3. Research design 4. Field work 5.

Malhotra, Essentials of Marketing Research, Global Edition ...

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Essentials of Marketing & Ethics in Global Business ...

Jochen Wirtz, National University of Singapore. Christopher H. Lovelock, Lovelock Associates. Patricia Chew, SIM University in Singapore.

Wirtz, Lovelock & Chew, Essentials of Services Marketing ...

Essentials of Services Marketing, 3e, is meant for courses directed at undergraduate and polytechnic students, especially those heading for a career in the service sector, whether at the executive or management level.

Essentials of Services Marketing | Jochen Wirtz ...

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