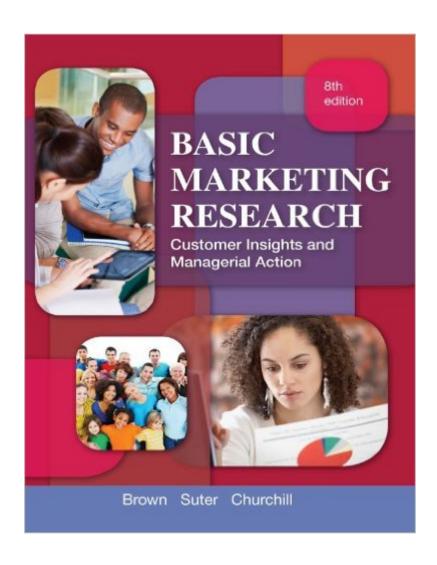
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Basic Marketing Research (TEST Series Page)





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.Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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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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