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Highlights > Recent Additions > Marketing Research Marketing Research: Format: Softcover: ISBN: 0137135998: ISBN13: 9780137135998: Publisher(s): Prentice Hall Pub. Date: Sep 2009: Edition: 6th: Author(s): Alvin C. Burns, Ronald F. Bush Subject: Business & Economics: A nuts and bolts understanding of marketing research and provides them with extensive information on how to use it.

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