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Summary. This best-selling introductory marketing research text has undergone further transition in the sixth edition to make it even more accessible to students while still retaining its level of coverage. BASIC MARKETING RESEARCH provides a framework for the choices and decisions that must be made.

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Tom J. Brown is the author of MR 2 [with CourseMate 1-Term Access Code] (3.50 avg rating, 12 ratings, 1 review, published 2011), MindTap Marketing, 1 ter...

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