

# ESSENTIALS OF MARKETING RESEARCH

Fourth Edition



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Education

Joseph F. Hair, Jr. • Mary Wolfinbarger Celsi  
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# Essentials Of Marketing Research 4th Edition

**Matthew Housden**



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share their industry experience to teach students how to make critical business decisions through the study of market research. Designed for marketing research courses, the authors' practical applications-based approach features Real Data, Real People, and Real Research to prepare students to conduct and use market research for future careers in business. Co-author Roger Gates, President of DSS Research, infuses the text with a practitioner perspective, helping students learn how to use marketing research through a practical presentation of theory and practice.

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