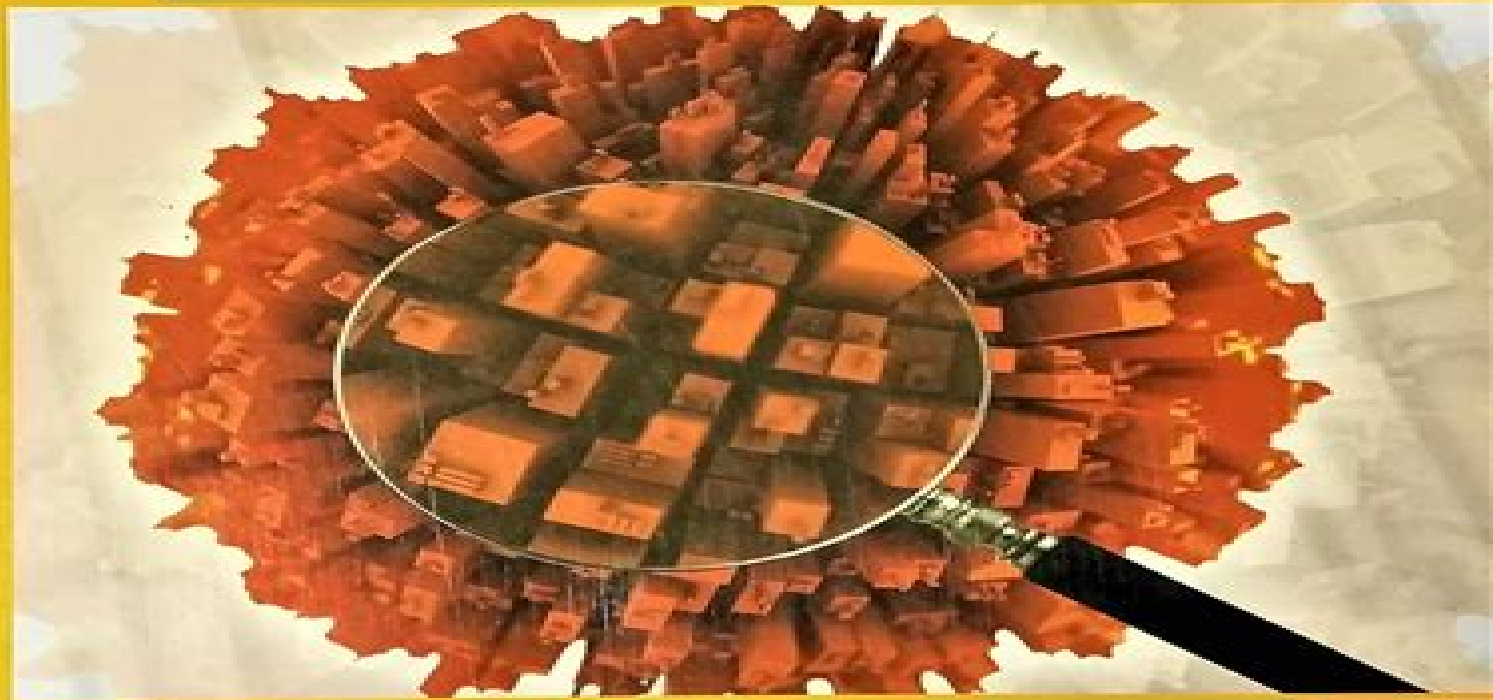


# Marketing Research

An Applied Orientation

S I X T H E D I T I O N



Naresh K. Malhotra  
Satyabhushan Dash

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