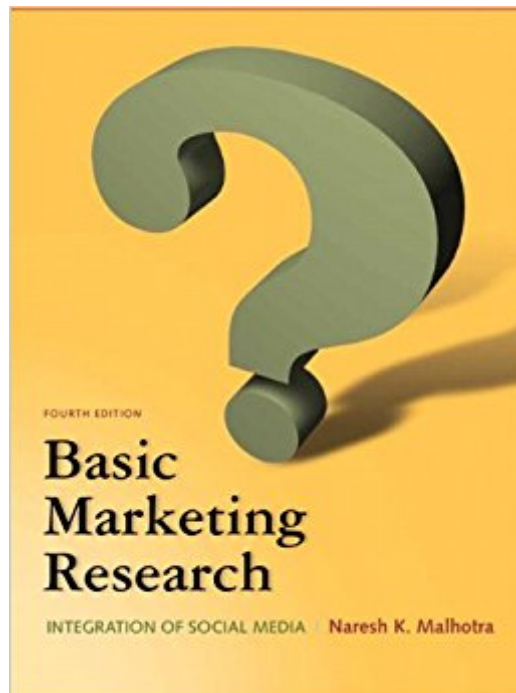




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Focusing on the interaction between marketing research decisions and marketing management decisions, Malhotra offers a highly contemporary review that enables readers to increase their SPSS and Excel skills.

Book Information

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Such a great textbook. It's easy to read and provides current information about businesses and strategies they have taken to improve their marketing strategies.

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