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Marketing Research gives students a "nuts and bolts" understanding of marketing research and provides them with extensive information on how to use it. Written at a level first-time marketing research students can understand, this text provides the fundamentals of the statistical procedures used to analyze data without dwelling on the more complex and intricate concepts.

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Professor Burns has taught undergraduate and master's-level courses as well as doctoral seminars in marketing research for over forty years. During this time, he has supervised a great many marketing research projects conducted for business-to-consumer, business-to-business, and not-for-profit organizations.

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