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Hague, P, Hague, N, Morgan, C (2004) Market Research In Practice, Kogan Page, London Thomas, A B (2004) Research skills for management studies, Routledge, London Chapter 2, pp 34-53 and chapter 5, pp 70-88 (ii) Defining and identifying qualitative and quantitative data

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field of marketing research after reading this book and so this book can be called a primer and simple background for understanding advanced technical textbooks in the field There are eight chapters in this book, each of which focuses on a specific issue relating to the marketing research project

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Short Biography: Naresh K. Malhotra

Marketing Research: Integration of Social Media, Fourth Edition, was published in 2011 and is likewise a global leader in the field His latest book, Essentials of Marketing Research: A Hands-On Orientation, was published by Pearson in 2014 Dr Malhotra has consulted for business, non-profit and government organizations in the

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