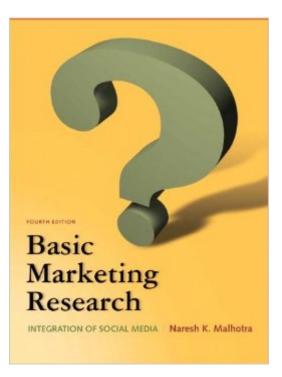
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Basic Marketing Research (4th Edition)





Synopsis

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.

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Needed it for class, its a good and helpful book for marketing

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