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Basic Marketing Research: Volume 1 Research, Journal of Marketing Research, and Journal of Business Research He is the author, co-author, or editor of books, chapters, and proceedings including An Introduction to Marketing Research Qualtrics, 2010 (with G Albaum); Fundamentals of Marketing Research...

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enterprises. There are used ... market and gathering the basic information about it, the next step is the [Isoraite \*, Vol.4 (Iss.6): June, 2016] ISSN- 2350-0530(O) ISSN- 2394-3629(P) ... sales volume, market share, return on investment etc. The marketing mix is grouped under four

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INTRODUCTION Innovation leads to a process of change in organizations and its market offerings, and is a key weapon that marketing strategists use to win customers and markets, through the

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Criteria for using observation as a market research technique.  
Observation is an appropriate methodology for conducting market research when at least one of the following four criteria is met: 1 the phenomenon under investigation is easily observable; 2 the phenomenon under investigation is a social process or a mass activity;

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