

**Basic Marketing By Joseph P., Ph.D., Cannon, William
D. Perreault**

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CONTENTS CHAPTER 1 An Introduction to Marketing Research 1 What is Marketing Research? 2 Focusing Your Research 5 The Basic Research Process 5 Stage 1: Formulating

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William Perreault, Jr. and Joseph Cannon and E. Jerome McCarthy

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Basic Marketing Principles Author: Mickey Smith, RPh, PhD Director, Center for Pharmaceutical Marketing and Management University of Mississippi

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