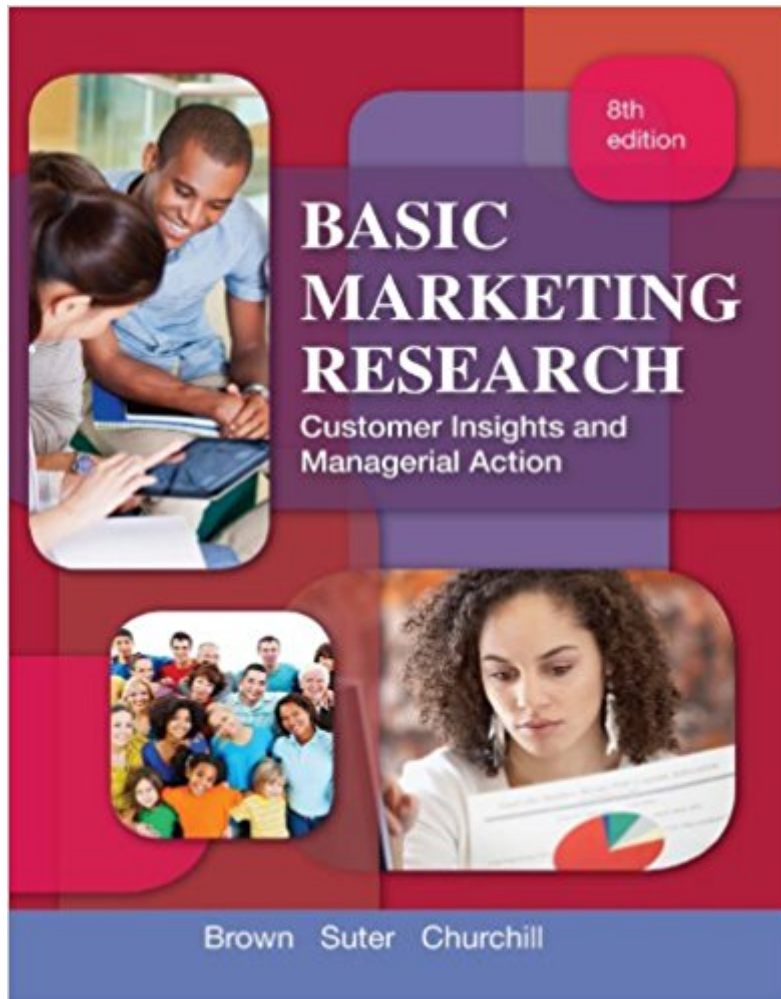


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# Basic Marketing Research (TEST Series Page)



## Synopsis

Why is BASIC MARKETING RESEARCH the best-selling marketing textbook? It is a best seller because it's written from a student's perspective. Authors Brown, Suter, and Churchill know that for a marketing textbook to be effective, students have to be able to understand it. And they've achieved that time and again. This edition is packed with the features that made it a best-seller in the first place, from study tools to updated content to an easy-to-read writing style. Plus, in this volume you'll learn more about how experts gather data and how to use it yourself to turn greater profits. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

## Book Information

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## Customer Reviews

I needed this book for a marketing research class, it was simply laid out and very helpful in my class it was well written and well laid out, the book is in perfect condition.

The exact book I needed for a class. I got the digital copy and it downloaded very fast. The book is very specific without being too dry or dull

4 of 5 only because it's hard to love a text book. Item was exactly as advertised at a better than school book store price

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