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Synopsis

Created through a "student-tested, faculty-approved" review process, MR2 is an engaging and accessible solution to accommodate the diverse lifestyles of today's learners. MR2 provides an exciting, innovative approach to Marketing Research that provides the material needed for a successful course.

Book Information

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Customer Reviews

Offers a great deal of useful information and guidance for developing market survey materials. We are using this for my market research course and I appreciate the insights it offers into developing meaningful surveys.

Arrived right on time and exactly as expected. Thanks!

Great information for small business marketing

Good introduction to the world of MRKT RSCH.

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