



Successful Marketing Research: The Complete Guide to Getting and Using Essential Information About Your Customers and Competitors

Edward L. Hester

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An accessible and practical work designed to address the needs of micro-enterprises whose owners must do most of the work. Describes how to use cost-effective and time-saving methods in order to obtain the pertinent information to complete a marketing plan, keep it updated and develop a system for gathering, organizing and using research data following startup.

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