



The Market Research Toolbox: A Concise Guide for Beginners

Edward F. (Francis) McQuarrie

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In an Internet age, many more people than ever before are involved in the design and conduct of market research. This book provides an overview for busy managers and MBA students seeking a place to begin. It shows how to think about market research in the context of business decisions, describes the essential market research techniques, skills, and applications, and pays special attention to business-to-business markets and technology products.

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