

# MARKETING RESEARCH: AN APPLIED APPROACH

Marketing Research: An Applied Approach is aimed at students studying marketing research at undergraduate and postgraduate level. This new edition of Marketing Research: An Applied Approach builds upon Birks' well received European adaptation of Malhotra's classic text whilst also drawing on the strengths of Malhotra's most recent US edition. It forms...



## READ/SAVE PDF EBOOK

### Marketing Research: An Applied Approach

Author	<b>Naresh K. Malhotra</b>
Original Book Format	<b>Paperback</b>
Number of Pages	<b>816 pages</b>
Filetype	<b>PDF / ePUB / Mobi (Kindle)</b>
Filesize	<b>19.92 MB</b>

Click the button below to save or get access and read the book Marketing Research: An Applied Approach online.



## Reader's Opinions

If you are interested in research at all you'll know Malhotra, your book collection won't be complete without at least one of his books. Very extensive and necessary text.