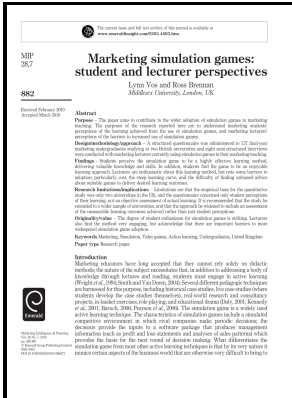


Problems in marketing research - in-basket simulation.

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Notes: Includes bibliography.

This edition was published in 1963



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International Journal of Electronic Commerce, 6 4 , 19—40. You selected the societal marketing concept. As a result, parents are choosing other options.

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The changing face of marketing

Information Systems Research, 17 1 , 3—19.

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