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Marketing Research: Asia-Pacific Edition □ 2017 ISBN 9780170369824 Edition 4 656 Pages. AU / NZ. Published: 2016 by Cengage Learning Australia. Author/s: Steve D'Alessandro (formerly Ward) / CSU Ben Lowe / University of Kent, UK Hume Winzar / Macquarie University William Zikmund / Oklahoma State University

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PTS: 1  
TOP: Planning and implementing a marketing mix  
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