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Marketing Research Essentials 6th Edition

Marketing research is "the process or set of processes that links the producers, customers, and end users to the marketer through information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process. Marketing research specifies the information required ...

Marketing research - Wikipedia

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Defining the scope of digital marketing using the '5Ds of Digital' and the Smart Insights RACE planning framework. My recent blog post on digital marketing trends shows the latest innovations, but here we go back to basics to define digital marketing. This is important since for some in business, particularly more traditional marketers or business owners, 'digital' is simplistically taken to ...

What is Digital Marketing? A visual summary - Smart Insights

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History of SWOT Analysis - Marketing Teacher

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Advertising media selection - Wikipedia

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