

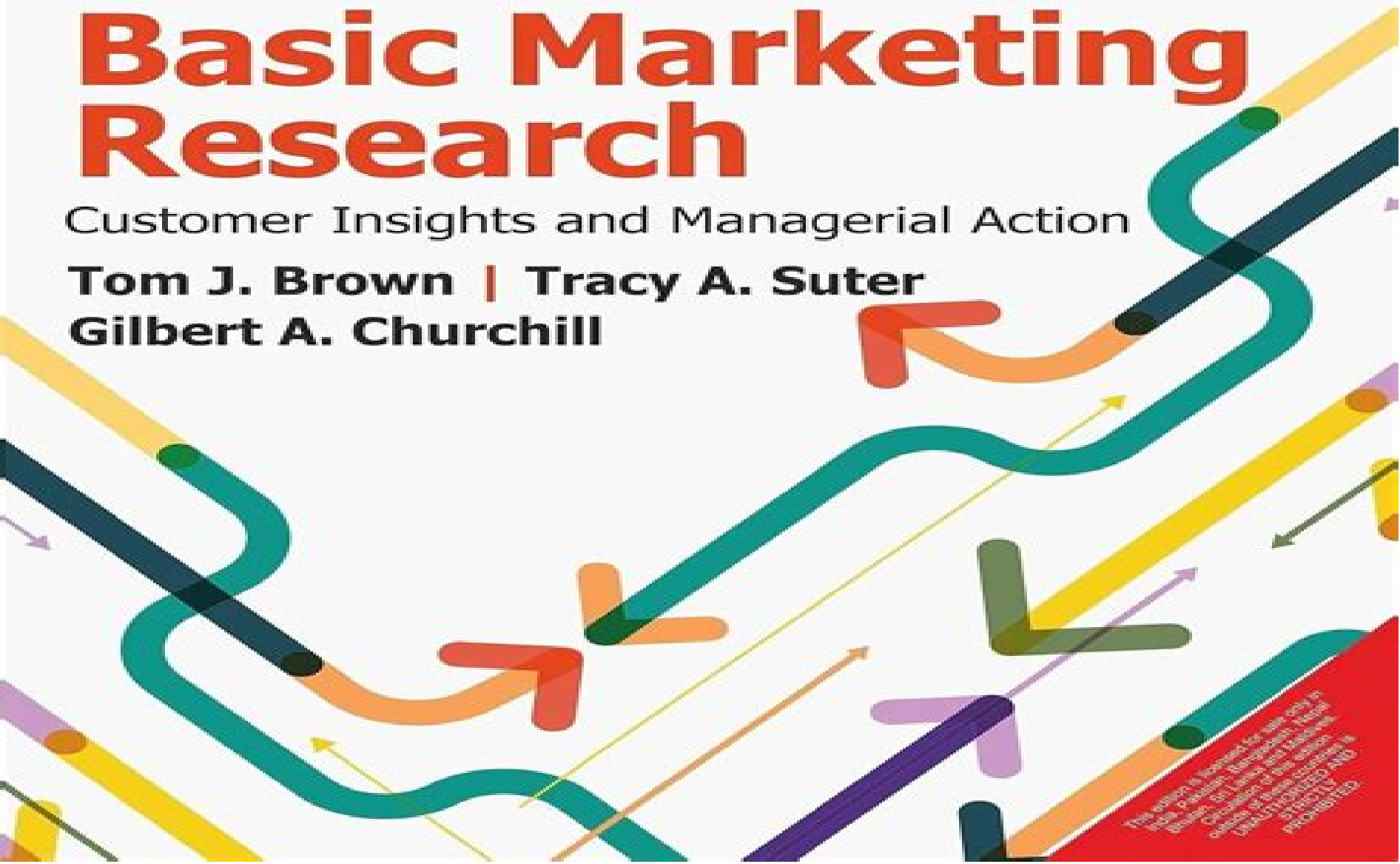
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Ninth Edition

Basic Marketing Research

Customer Insights and Managerial Action

Tom J. Brown | Tracy A. Suter
Gilbert A. Churchill



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