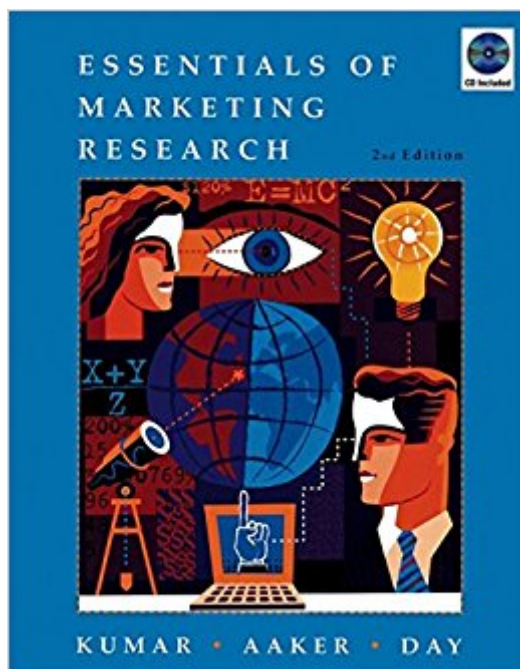


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Synopsis

Contains detailed discussions of the process, with numerous examples from the industry. *

Coverage on international marketing research expands the readers' ability to deal with issues that are not encountered in the domestic country research. * Discussion on how to apply marketing research in various marketing applications is presented.

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