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BASIC MARKETING RESEARCH

INTERNATIONAL EDITION CHURCHILL

PDF - Search results, 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 ...,

Research comprises "creative and

systematic work undertaken to increase the

stock of knowledge, including knowledge of

humans, culture and society, and the use of

this stock of knowledge to devise new

applications." It is used to establish or

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work, solve new or existing problems,

support theorems, or develop new theories.,

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