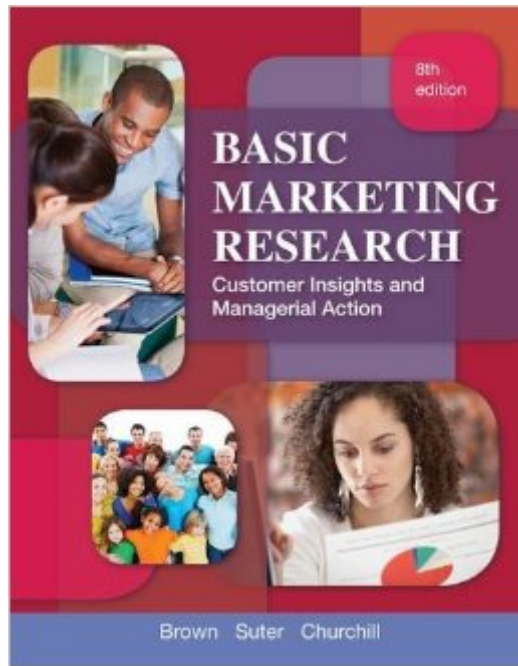


The book was found

Basic Marketing Research (with Qualtrics Printed Access Card) (TEST Series Page)



Synopsis

Why is BASIC MARKETING RESEARCH the best-selling marketing textbook? It is a best seller because it's written from a student's perspective. Authors Brown, Suter, and Churchill know that for a marketing textbook to be effective, students have to be able to understand it. And they've achieved that time and again. This edition is packed with the features that made it a best-seller in the first place, from study tools to updated content to an easy-to-read writing style. Plus, in this volume you'll learn more about how experts gather data and how to use it yourself to turn greater profits.

Book Information

Series: TEST series page

Hardcover: 512 pages

Publisher: Cengage Learning; 8 edition (November 1, 2013)

Language: English

ISBN-10: 1133188540

ISBN-13: 978-1133188544

Product Dimensions: 1 x 8.8 x 11 inches

Shipping Weight: 2.8 pounds (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars See all reviews (5 customer reviews)

Best Sellers Rank: #95,425 in Books (See Top 100 in Books) #82 in Books > Business & Money > Marketing & Sales > Marketing > Research #129 in Books > Textbooks > Business & Finance > Marketing #26461 in Books > Reference

Customer Reviews

I needed this book for a marketing research class, it was simply laid out and very helpful in my class it was well written and well laid out, the book is in perfect condition.

The exact book I needed for a class. I got the digital copy and it downloaded very fast. The book is very specific without being too dry or dull

4 of 5 only because it's hard to love a text book. Item was exactly as advertised at a better than school book store price

It proformed its job. Althought i greatly surggest that you rent it instead of paying the price of

purchasing it.

Great Book!

[Download to continue reading...](#)

Basic Marketing Research (with Qualtrics Printed Access Card) (TEST series page) Exploring Marketing Research (with Qualtrics Printed Access Card and DVD) Essentials of Marketing Research (with Qualtrics, 1 term (6 months) Printed Access Card) Exploring Marketing Research (with Qualtrics Printed Access Card) Business Research Methods (with Qualtrics Printed Access Card) Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) 3,2,1 Code It! (with Premium Web Site 1-Year Printed Access Card and Cengage EncoderPro.com Demo Printed Access Card) Understanding Health Insurance: A Guide to Billing and Reimbursement (with Premium Web Site, 2 terms (12 months) Printed Access Card and Cengage EncoderPro.com Demo Printed Access Card) Medical Billing 101 (with Cengage EncoderPro Demo Printed Access Card and Premium Web Site, 2 terms (12 months) Printed Access Card) Database Systems: Design, Implementation, and Management (with Premium WebSite Printed Access Card and Essential Textbook Resources Printed Access Card) Basic Marketing Research (TEST series page) Jazz: The First 100 Years, Enhanced Media Edition (with Digital Music Downloadable Card, 1 term (6 months) Printed Access Card) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing PROMO2 (with CourseMate, 1 term (6 months) Printed Access Card) (Engaging 4LTR Press Titles in Marketing) Microeconomic Theory: Basic Principles and Extensions (with Economic Applications, InfoTrac Printed Access Card) (Upper Level Economics Titles) Bundle: Shelly Cashman Series Microsoft Office 365 & Office 2016: Introductory, Loose-leaf Version + SAM 365 & 2016 Assessments, Trainings, and ... MindTap Reader Multi-Term Printed Access Card Systems Analysis and Design (with CourseMate, 1 term (6 months) Printed Access Card) (Shelly Cashman Series) Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs)

