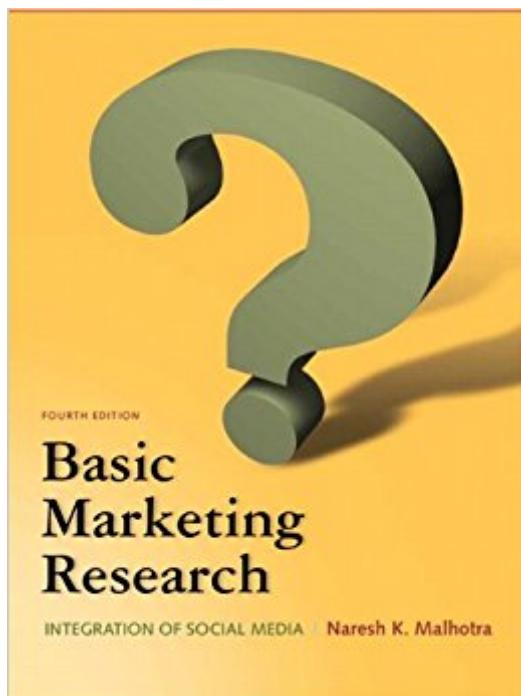


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# Basic Marketing Research (4th Edition)



## **Synopsis**

Focusing on the interaction between marketing research decisions and marketing management decisions, Malhotra offers a highly contemporary review that enables readers to increase their SPSS and Excel skills.

## **Book Information**

Hardcover: 672 pages

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Product Dimensions: 8.7 x 1.3 x 10.9 inches

Shipping Weight: 3.3 pounds (View shipping rates and policies)

Average Customer Review: 3.9 out of 5 stars 11 customer reviews

Best Sellers Rank: #8,603 in Books (See Top 100 in Books) #12 in Books > Business & Money > Marketing & Sales > Marketing > Research #38 in Books > Textbooks > Business & Finance > Marketing

## **Customer Reviews**

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The book i received was not what was advertised, It was an instructors review copy. I don't know what the difference is however, written across the front are the words NOT FOR SALE. Bad form on the part of the seller.

Such a great textbook. It's easy to read and provides current information about businesses and strategies they have taken to improve their marketing strategies.

Boring af

I hate school, but this came in handy for my assignments

Good

Needed it for class, its a good and helpful book for marketing

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