

Market Research: A Guide To Planning, Methodology & Evaluation

by Paul N Hague

APA (6th ed.) Hague, P. N., & Jackson, P. (2002). Market research: A guide to planning, methodology and evaluation. London: Kogan Page. 2002, English, Thesis edition: Market research : a guide to planning, methodology & evaluation / Paul Hague. Hague, Paul N. Get this edition Market research : a guide to planning, methodology and evaluation . WSU Stewart Library - Research Guide: Marketing & Advertising Market Research: A Guide to Planning, Methodology and Evaluation . That is, market research is the critical first step in developing a new service . collection and thorough evaluation of existing data on the market for a class of services . The most appropriate study design (or research methodology) for new services Hague, Paul, and Jackson Peter, Market Research, A Guide to Planning,. Market research : a guide to planning, methodology and evaluation A guide to market research, which assumes no previous knowledge of the subject. Featuring advice and case studies, it covers: planning; desk research; Market Research: A Guide to Planning . - Google Books Fully revised and updated for the third edition, Market Research assumes no previous knowledge of the subject. Through clear, concise advice and real-life Market research : a guide to planning, methodology & evaluation .

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