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This text takes a "macro-micro-macro" approach toward communicating the intricacies of marketing research and its usefulness to the marketing organization. The book begins with a macro-level treatment of what marketing research is, where it fits within an organization, and how it helps in managerial decision-making. The body of the text takes a micro-level approach, detailing each step of the marketing research process using a decision-oriented perspective. The authors wrap up with a macro-level treatment of the applications of marketing research. As with previous editions, the text provides thorough coverage of the most advanced and current marketing research methodologies, point out their limitations, as well their potential for enhancing research results.