Librería

Bonilla y Asociados

desde 1950





Título:

Autor: Precio: \$861.00

Editorial: Año: 2009

Tema: Edición: 6^a

Sinopsis ISBN: 9780136085430

Marketing Research: An Applied Orientation allows students to actually experience the interaction between marketing research and marketing decision-making.

Marketing Research: An Applied Orientation takes a unique applied and managerial orientation that illustrates the interaction between marketing research decisions and marketing management decisions. This text is comprehensive, practical, and presents balanced coverage of both qualitative and quantitative material.

The sixth edition is even more current, contemporary, illustrative, and sensitive to user needs.

Teléfonos: 55 44 73 40 y 55 44 72 91