

**Specifications:-**

- Essentials Of Marketing Research Uses An Application-Oriented Approach To Equip Students With Tools And Skills Necessary To Solve Business Problems And Maximize Opportunities.
- The Authors' Years Of Practical Market Research Experience Is Evidenced Thorough Their Treatment Of Qualitative Research, To Their Coverage Of Sample Size Rules-Of-Thumb, Background Literature Reviews, And New Market Research Tools And Techniques.
- This Latest 5th Edition Gives Students A Strong Command Of Market Research Principles, While Being Concise Enough For With Cases & Other Course Projects.

Note: Specifications are subject to change, Photos shown above are Indicative, Actual Product can Vary.



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