

MN2315: Marketing Research

View Online



[1]

Bradley, N. 2013. Analysis. Marketing Research: Tools & Techniques. Oxford University Press.

[2]

Bradley, N. 2013. Audience and Advertising Research. Marketing Research: Tools & Techniques. Oxford University Press.

[3]

Bradley, N. 2013. Business to Business Research. Marketing Research: Tools & Techniques. Oxford University Press.

[4]

Bradley, N. 2013. International Research. Marketing Research: Tools & Techniques. Oxford University Press.

[5]

Bradley, N. 2013. Introduction to Marketing Research. Marketing Research: Tools & Techniques. Oxford University Press.

[6]

Bradley, N. 2013. Marketing Research: Tools & Techniques. Oxford University Press.

[7]

Bradley, N. 2013. Planning Research. Marketing Research: Tools & Techniques. Oxford University Press.

[8]

Bradley, N. 2013. Primary Data. Marketing Research: Tools & Techniques. Oxford University Press.

[9]

Bradley, N. 2013. Qualitative Research. Marketing Research: Tools & Techniques. Oxford University Press.

[10]

Bradley, N. 2013. Quantitative Research. Marketing Research: Tools & Techniques. Oxford University Press.

[11]

Bradley, N. 2013. Questionnaires and Topic Guides. Marketing Research: Tools & Techniques. Oxford University Press.

[12]

Bradley, N. 2013. Reporting and Presentation. Marketing Research: Tools & Techniques. Oxford University Press.

[13]

Bradley, N. 2013. Sampling. Marketing Research: Tools & Techniques. Oxford University Press.

[14]

Bradley, N. 2013. Secondary Data. Marketing Research: Tools & Techniques. Oxford University Press.

[15]

Bradley, N. 2013. Web Metrics. Marketing Research: Tools & Techniques. Oxford University Press.

[16]

Hague, P.N. et al. 2016. Data Analysis. Market Research in Practice: An Introduction to Gaining Greater Market Insight. KoganPage.

[17]

Hague, P.N. et al. 2016. Data Analysis. Market research in practice: an introduction to gaining greater market insight. KoganPage.

[18]

Hague, P.N. et al. 2016. Depth Interviewing. Market Research in Practice: An Introduction to Gaining Greater Market Insight. KoganPage.

[19]

Hague, P.N. et al. 2016. Depth Interviewing. Market research in practice: an introduction to gaining greater market insight. KoganPage.

[20]

Hague, P.N. et al. 2016. Desk Research. Market Research in Practice: An Introduction to Gaining Greater Market Insight. KoganPage.

[21]

Hague, P.N. et al. 2016. Desk Research. Market research in practice: an introduction to gaining greater market insight. KoganPage.

[22]

Hague, P.N. et al. 2016. Ethics in Market Research. Market Research in Practice: An Introduction to Gaining Greater Market Insight. KoganPage.

[23]

Hague, P.N. et al. 2016. Ethics in Market Research. Market research in practice: an introduction to gaining greater market insight. KoganPage.

[24]

Hague, P.N. et al. 2016. Focus Groups. Market Research in Practice: An Introduction to Gaining Greater Market Insight. KoganPage.

[25]

Hague, P.N. et al. 2016. Focus Groups. Market research in practice: an introduction to gaining greater market insight. KoganPage.

[26]

Hague, P.N. et al. 2016. International Market Research. Market Research in Practice: An Introduction to Gaining Greater Market Insight. KoganPage.

[27]

Hague, P.N. et al. 2016. International Market Research. Market research in practice: an introduction to gaining greater market insight. KoganPage.

[28]

Hague, P.N. et al. 2016. Market Research Design. Market Research in Practice: An Introduction to Gaining Greater Market Insight. KoganPage. 17–32.

[29]

Hague, P.N. et al. 2016. Market Research Design. Market research in practice: an introduction to gaining greater market insight. KoganPage.

[30]

Hague, P.N. et al. 2016. Market Research in Practice: An Introduction to Gaining Greater Market Insight. KoganPage.

[31]

Hague, P.N. et al. 2016. Market research in practice: an introduction to gaining greater market insight. KoganPage.

[32]

Hague, P.N. et al. 2016. Market Research in Practice: An Introduction to Gaining Greater Market Insight. KoganPage.

[33]

Hague, P.N. et al. 2016. Market research in practice: an introduction to gaining greater market insight. KoganPage.

[34]

Hague, P.N. et al. 2016. Market Research in Practice: An Introduction to Gaining Greater Market Insight. KoganPage.

[35]

Hague, P.N. et al. 2016. Market research in practice: an introduction to gaining greater market insight. KoganPage.

[36]

Hague, P.N. et al. 2016. Market Research in Practice: An Introduction to Gaining Greater Market Insight. KoganPage.

[37]

Hague, P.N. et al. 2016. Market research in practice: an introduction to gaining greater market insight. KoganPage.

[38]

Hague, P.N. et al. 2016. Observation and Ethnography. Market Research in Practice: An Introduction to Gaining Greater Market Insight. KoganPage.

[39]

Hague, P.N. et al. 2016. Observation and Ethnography. Market research in practice: an introduction to gaining greater market insight. KoganPage.

[40]

Hague, P.N. et al. 2016. Online Surveys. Market Research in Practice: An Introduction to Gaining Greater Market Insight. KoganPage.

[41]

Hague, P.N. et al. 2016. Online Surveys. Market research in practice: an introduction to gaining greater market insight. KoganPage.

[42]

Hague, P.N. et al. 2016. Qualitative Research. Market Research in Practice: An Introduction to Gaining Greater Market Insight. KoganPage.

[43]

Hague, P.N. et al. 2016. Qualitative Research. Market research in practice: an introduction to gaining greater market insight. KoganPage.

[44]

Hague, P.N. et al. 2016. Reporting. Market Research in Practice: An Introduction to Gaining Greater Market Insight. KoganPage.

[45]

Hague, P.N. et al. 2016. Reporting. Market research in practice: an introduction to gaining greater market insight. KoganPage.

[46]

Hague, P.N. et al. 2016. Research Trends. Market Research in Practice: An Introduction to Gaining Greater Market Insight. KoganPage.

[47]

Hague, P.N. et al. 2016. Research Trends. Market research in practice: an introduction to gaining greater market insight. KoganPage.

[48]

Hague, P.N. et al. 2016. Uses of Market Research. Market Research in Practice: An Introduction to Gaining Greater Market Insight. KoganPage.

[49]

Hague, P.N. et al. 2016. Uses of Market Research. Market research in practice: an introduction to gaining greater market insight. KoganPage.