

MN2315: Marketing Research

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@inbook{Hague_Harrison_Cupman_Truman_2016d, address={London}, edition={Third edition}, title={Desk Research}, booktitle={Market Research in Practice: An Introduction to Gaining Greater Market Insight}, publisher={KoganPage}, author={Hague, P. N. and Harrison, M. and Cupman, J. and Truman, O.}, year={2016} }

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@inbook{Hague_Harrison_Cupman_Truman_2016i, address={London}, edition={Third edition}, title={Focus Groups}, url={http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749475864}, booktitle={Market research in practice: an introduction to gaining greater market insight}, publisher={KoganPage}, author={Hague, P. N. and Harrison, M. and Cupman, J. and Truman, O.}, year={2016} }

@inbook{Hague_Harrison_Cupman_Truman_2016j, address={London}, edition={Third edition}, title={Depth Interviewing}, booktitle={Market Research in Practice: An Introduction to Gaining Greater Market Insight}, publisher={KoganPage}, author={Hague, P. N. and Harrison, M. and Cupman, J. and Truman, O.}, year={2016} }

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@inbook{Hague_Harrison_Cupman_Truman_2016r, address={London}, edition={Third edition}, title={Reporting}, booktitle={Market Research in Practice: An Introduction to Gaining Greater Market Insight}, publisher={KoganPage}, author={Hague, P. N. and Harrison, M. and Cupman, J. and Truman, O.}, year={2016} }

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author={Hague, P. N. and Harrison, M. and Cupman, J. and Truman, O.}, year={2016} }

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@inbook{Hague_Harrison_Cupman_Truman_2016v, address={London}, edition={Third edition}, title={Research Trends}, booktitle={Market Research in Practice: An Introduction to Gaining Greater Market Insight}, publisher={KoganPage}, author={Hague, P. N. and Harrison, M. and Cupman, J. and Truman, O.}, year={2016} }

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@book{Hague_Harrison_Cupman_Truman_2016z, address={London}, edition={Third edition}, title={Market Research in Practice: An Introduction to Gaining Greater Market Insight}, publisher={KoganPage}, author={Hague, Paul N. and Harrison, Matthew and Cupman, Julia and Truman, Oliver}, year={2016} }

@book{Hague_Harrison_Cupman_Truman_2016aa, address={London}, edition={Third edition}, title={Market Research in Practice: An Introduction to Gaining Greater Market Insight}, publisher={KoganPage}, author={Hague, Paul N. and Harrison, Matthew and Cupman, Julia and Truman, Oliver}, year={2016} }

@inbook{Hague_Harrison_Cupman_Truman_2016ab, address={London}, edition={Third edition}, title={Market Research Design}, booktitle={Market Research in Practice: An Introduction to Gaining Greater Market Insight}, publisher={KoganPage}, author={Hague, Paul N. and Harrison, Matthew and Cupman, Julia and Truman, Oliver}, year={2016}, pages={17-32} }

@book{Hague_Harrison_Cupman_Truman_2016ac, address={London}, edition={Third edition}, title={Market Research in Practice: An Introduction to Gaining Greater Market Insight}, publisher={KoganPage}, author={Hague, Paul N. and Harrison, Matthew and Cupman, Julia and Truman, Oliver}, year={2016} }

@book{Hague_Harrison_Cupman_Truman_2016ad, address={London}, edition={Third edition}, title={Market Research in Practice: An Introduction to Gaining Greater Market Insight}, publisher={KoganPage}, author={Hague, Paul N. and Harrison, Matthew and Cupman, Julia and Truman, Oliver}, year={2016} }

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