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The questionnaire was administered through both online and offline modes. These two methods are most commonly used for survey administration in business research (Burns and Bush, 2003; Hair et al ...

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If you are interested in Marketing Research, I strongly recommend the book, Marketing Research, Alvin C. Burns and Ronald F. Bush, available on Amazon. It comprises the right amount of detail. The 11 steps detailed above are well-define and described in the book. Source: Marketing Research, Alvin C. Burns and Ronald F. Bush

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marketing strategy consists of selecting a segment of the market as the company's target market and designing the proper "mix" of product/service, price, promotion, and distribution system to meet the wants and needs of consumers within the target market. marketing research-as defined by Burns and Bush

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Marketing Research (8th Edition) by Ronald F. Bush Alvin C. Burns Ann Veeck ISBN 13: 9780134167404 ISBN 10: 0134167406 Hardcover; 8th Edition; London, England, UK: Pearson, April 2, 2016; ISBN-13: 978-0134167404

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Marketing research: 1. Marketing research. by Alvin C Burns; Ann Veeck Print book: English. 2020. Ninth edition, Global edition : Harlow : Pearson Education 2. Marketing research ... by ALVIN C BUSH RONALD F BURNS Print book: English. 2019 [Place of publication not identified] PEARSON EDUCATION Limited 8. Marketing Research, Global Edition

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### **Marketing Research by Burns, Alvin C ; Bush, Ronald F**

The main difference between the Burns & Bush definition of marketing research and the AMA's definition is: Burns & Bush define research as "a set of research techniques" while the AMA defines research as only "statistics". Burns & Bush define research in terms of its function and uses; the AMA defines research as a process.

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