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Market Research In A Week: A Teach Yourself Guide (Teach Yourself: Business)



Synopsis

The ability to research the market for a product or service is crucial for anyone who wants to advance their career. Written by Judy Bartkowiak, a leading expert on market research as both a coach and a practitioner, this book quickly teaches you the insider secrets you need to know to in order understand your consumers. The highly motivational 'in a week' structure of the book provides seven straightforward chapters explaining the key points, and at the end there are optional questions to ensure you have taken it all in. There are also cartoons and diagrams throughout, to help make this book a more enjoyable and effective learning experience. So what are you waiting for? Let this book put you on the fast track to success!

Book Information

Series: Teach Yourself: Business

Paperback: 128 pages

Publisher: McGraw-Hill; 1 edition (November 21, 2012)

Language: English

ISBN-10: 144415964X

ISBN-13: 978-1444159646

Product Dimensions: 5.1 x 0.4 x 7.8 inches

Shipping Weight: 5 ounces

Average Customer Review: 4.4 out of 5 stars 3 customer reviews

Best Sellers Rank: #725,143 in Books (See Top 100 in Books) #129 in [Books > Business & Money > Processes & Infrastructure > Research & Development](#) #623 in [Books > Business & Money > Marketing & Sales > Marketing > Research](#) #773 in [Books > Business & Money > Marketing & Sales > Consumer Behavior](#)

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About the Author

loved it

I give a copy of this book to every new person who comes on board to work with me on any project at all. It's a good starter book.

Got the book in a few weeks. It was fine.

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