



Marketing Research That Won't Break the Bank: A Practical Guide to Getting the Information You Need, 2nd Edition

Alan R. Andreasen

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Marketing research is vital to part of organizational effectiveness in today's highly competitive marketplace. But many managers in small businesses with limited budgets consider it out of reach. In *Marketing Research That Won't Break the Bank*, Alan Andreasen shows readers how to get the information they need to make smart, strategic decisions without spending a lot of money. The tools and techniques presented will help managers gain an in-depth understanding of their target market, competitors, and environment without stretching the organization's budget.

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