



# The Market Research Toolbox: A Concise Guide for Beginners Second Edition

*Edward F. (Francis) McQuarrie*

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If you want to conduct market research, but feel you have little experience in doing so, we have the ideal updated and revised resource for you! Written in an engaging and active style, the Second Edition of The Market Research Toolbox: A Concise Guide for Beginners describes how to think of market research in the context of making a business decision. The book begins by defining market research and discussing some of the various techniques. It then goes on to examine what objectives can be met by doing market research and the expected payoffs.

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