



# Marketing Research Essentials

*Carl McDaniel Jr., Roger Gates*

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**Marketing Research Essentials** Carl McDaniel Jr., Roger Gates

In *Marketing Research Essentials, 9th Edition*, authors Carl McDaniel and Roger Gates share their industry experience to teach students how to make critical business decisions through the study of market research. Designed for marketing research courses, the authors' practical, applications-based approach features Real Data, Real People, and Real Research, to prepare students to conduct and use market research for future careers in business. Co-author Roger Gates, President of DSS Research, infuses the text with a practitioner perspective, helping students learn how to use marketing research through a practical presentation of theory and practice.

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