

<<市场调研>>

图书基本信息

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内容概要

这是一部反映了现代国际市场调研领域最新趋势的书籍。

作者将市场调研作为一个完整的过程，对市场调研的理论、方法、技术和策略等作了详尽的介绍。全书共分六个部分，按市场调研的基本程序展开，对调研问题的定义、调研设计、市场调研收集数据的方法、问卷设计、抽样设计、市场调研资料整理和统计分析的方法等给予介绍。

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