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marketing research entails a process. These authors note that this means that research aims and objectives need to be defined as a first step. Malhotra (2010:39) asserts that marketing research involves the identification, collection, analysis,

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1.2.1 The need for marketing research 1.2.2 Marketing research defined 1.3 Scientific

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marketing research process 1.3.1 Phase wise marketing research process 1.4 Defining a problem 1.4.1 The importance of defining a right problem 1.4.2 Converting management dilemma into research question 1.5 What marketing research cannot do?

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