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Marketing Research An Applied Orientation Global Edition Sixth Edition Naresh K Malhotra Georgia Institute of Technology Boston Columbus Indianapolis New York San Francisco Upper Saddle River

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Research, Journal of the Academy of Marketing Science, Journal of Business Ethics , International Journal of Marketing Research, Journal of Marketing Research, and Journal of Business Research He is the author, co-author, or editor of books, chapters, and proceedings including An Introduction to Marketing Research

Babson College - GBV

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Basic Formatting Guide: APA 6th Ed (2nd printing).

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LEGAL RESEARCH, ANALYSIS, AND WRITING - Cengage

CHAPTER 2 INTRODUCTION TO LEGAL RESEARCH AND ANALYSIS 27 I INTRODUCTION As discussed in the preface, the focus of this text is on the process of analyzing legal ques-tions raised by the facts of a client’s case, legal research, and the process of communi-