**A MANAGEMENT GUIDE TO
MARKET RESEARCH**

MACMILLAN STUDIES IN MARKETING MANAGEMENT

General Editor: Professor Michael J. Baker
University of Strathclyde

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James M. Livingstone

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Softcover reprint of the hardcover 1st edition 1977 978-0-333-22676-6

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First published 1977 by
THE MACMILLAN PRESS LTD
London and Basingstoke
Associated companies in Delhi Dublin
Hong Kong Johannesburg Lagos Melbourne
New York Singapore and Tokyo

British Library Cataloguing in Publication Data

Livingstone, James McCardle

A management guide to market research.

– (Macmillan studies in marketing management).

I. Marketing research

I. Title II. Series

658.8'3

HF5415.2

ISBN 978-0-333-22677-3

ISBN 978-1-349-15787-7 (eBook)

DOI 10.1007/978-1-349-15787-7

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