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Written at a level first-time marketing research students can understand, this text provides the fundamentals of the statistical procedures used to analyze data

without dwelling on the more complex and intricate concepts.

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Professor Burns has taught undergraduate and master ' s-level courses as well as doctoral seminars in marketing research for over forty years. During this time, he

has supervised a great many marketing research projects conducted for business-to-consumer, business-to-business, and not-for-profit organizations.

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