

Guerrilla Marketing Research: Marketing Research Techniques That Can Help Any Business Make More Money (Paperback)



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Reviews

This publication is definitely not effortless to get going on looking at but really exciting to read through. It really is rally intriguing through looking at time period. Its been written in an remarkably straightforward way which is just soon after i finished reading through this book where basically altered me, change the way i think.

(Erna Langosh)

GUERRILLA MARKETING RESEARCH: MARKETING RESEARCH TECHNIQUES THAT CAN HELP ANY BUSINESS MAKE MORE MONEY (PAPERBACK)



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Kogan Page Ltd, United Kingdom, 2007. Paperback. Condition: New. New. Language: English . Brand New Book ***** Print on Demand *****.Not only is marketing research well within the budget of any company, it s also a resource you can ill afford to ignore. Guerrilla Marketing Research shows how your business, whatever it s size, can benefit from conducting focus groups and surveys - and reveals how to do it for far less money than you think. Illustrated with examples taken from companies of all shapes and sizes, this practical and compelling book takes you on a fascinating journey through one of the most misunderstood and under-utilized marketing techniques. Going through all the various methods of research available, Guerrilla Marketing Research also puts you on the right track to analysing and acting on the results. Indeed, the author s tried and tested techniques will benefit the most sceptical business owner, manager or entrepreneur.

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