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Description. For undergraduate Marketing Research courses. A concise presentation of marketing research fundamentals. Basic Marketing Research uses an Excel add-in software for data analysis, an integrated case, and experiential learning exercises to present a concise introduction to market research fundamentals. This text also provides students with resources they can use in their future careers.

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Abstract. This book is targeted for those who need to learn the marketing research process and basic data analysis techniques. This is the first book on the market that offers a software add-in (XL Data Analyst) designed specifically to use the power of Excel for marketing research applications. XL Data Analyst also features data analysis output that is exceptionally easy to understand and in professional table/report-ready format.

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Overview. A concise presentation of marketing research fundamentals. Basic Marketing Research uses an Excel add-in software for data analysis, an integrated case, and experiential learning exercises to present a concise introduction to market research fundamentals. This text also provides readers with resources they can use in their careers.

Basic Marketing Research with Excel | 3rd edition | Pearson

Excel is a very valuable tool for various marketing tasks. The two most imperative uses that I have for Excel is first, as a research tool while writing (e.g. to get original insights for a blog), and maybe more obvious and more basic, for analyzing information and

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reporting.

7 Essential Excel Skills Every Marketer Should Learn

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