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questions to a set of audiences through various types like online polls , online surveys, questionnaires , etc. Nowadays, most of the major corporations use this method to gather data and use it to

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Research the  
market and make  
appropriate  
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A researcher has been hired by a business owner to help her understand why she is losing customers. List the steps the

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Researcher should follow in defining the problem for this research study.

- (1) Understand the business situation by identifying key symptoms.
- (2) Identify key problem (s) from symptoms.

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