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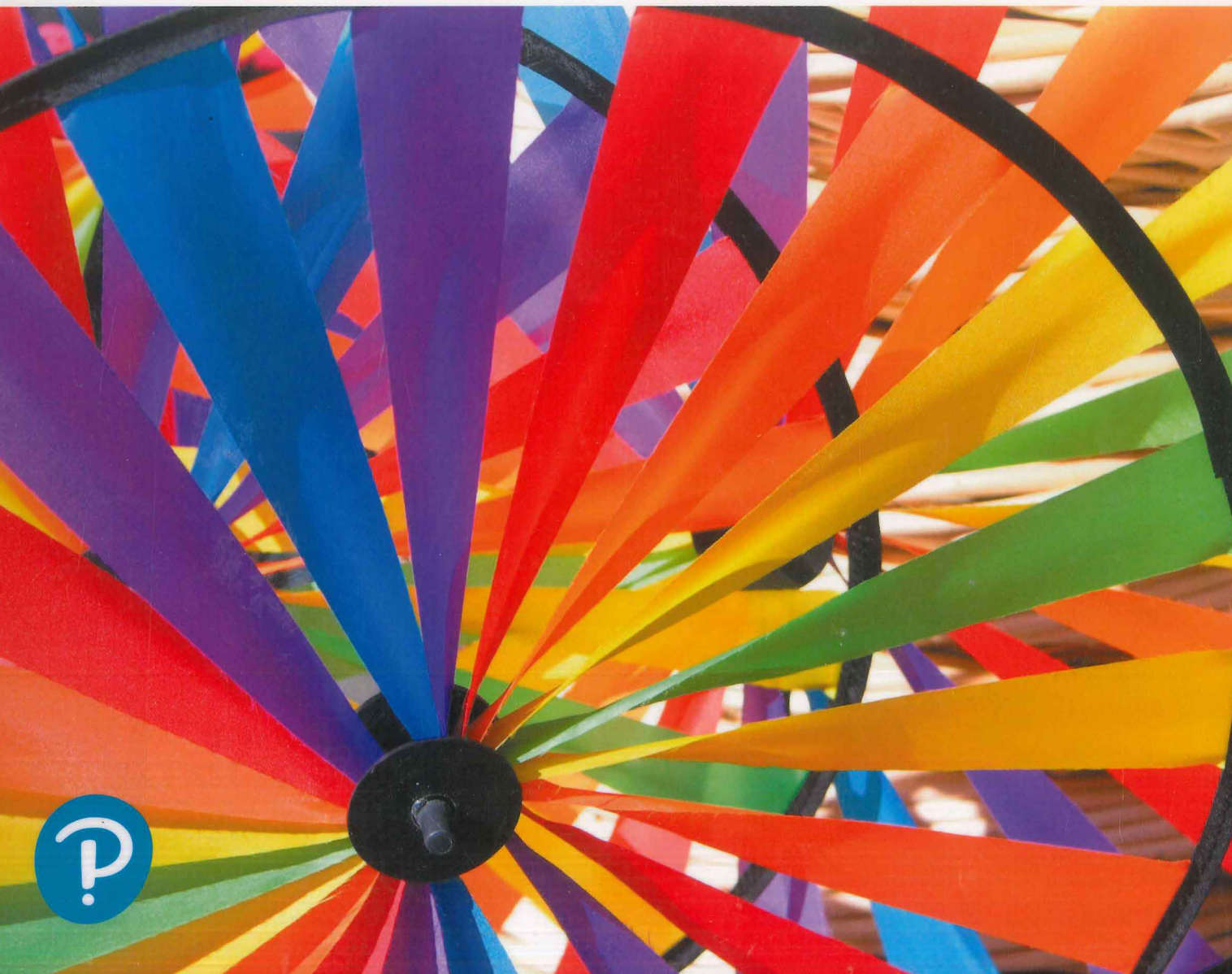


Marketing Research

An Applied Orientation

SEVENTH EDITION

Naresh K. Malhotra



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MARKETING RESEARCH

An Applied Orientation



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