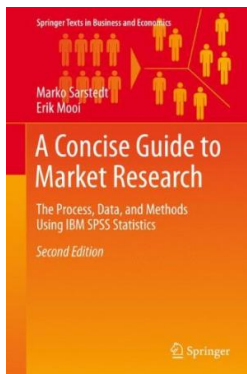


## A Concise Guide to Market Research 2014: The Process, Data, and Methods Using IBM SPSS Statistics



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