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Alvin C. Burns Ronald F. Bush. Preface xxi CHAPTER1: INTRODUCING MARKETING RESEARCH 2 What Ss Marketing? 4 The "Right Philosophy": The Marketing Concept 6 The "Right Marketing Strategy" 7 What Ss Marketing Research? 8 What Is the Purpose of Marketing Research? 9 What Are the Uses of Marketang Research? 10 Identifying Market Opportunities and Problems 10 Generate, Refine, and Evaluate Potential

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**CHAPTER 4 RESEARCH METHODOLOGY 4 1 INTRODUCTION NWU IR Home**

Burns and Bush (2010:55) concurrently state that marketing research will be more likely to be considered when it is believed that such research will help the brand gain a competitive advantage, or when research will be able to help marketing managers

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