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Research, Journal of Marketing Research, and Journal of Business Research. He is the author, co-author, or editor of books, chapters, and proceedings including An Introduction to

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Marketing Research. Qualtrics, 2010 (with G. Albaum); Fundamentals of Marketing Research. Thousand Oaks, CA : Sage Publishers 2005 (with G. Albaum); Multidimensional ...

Basic Marketing Research: Volume 1

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