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# Basic Marketing Research 3rd Edition

**Lingsheng Yao**



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measurement and scale What question types are available in the Qualtrics research suite Special attention is given to building customer satisfaction and concept test surveys Also included is a broad selection of surveys from the Qualtrics survey library These surveys will help you understand survey construction and identify questions that are just right for you Using clear easy to understand language you will gain a well seasoned understanding of the basics of survey building Whether you are completing a class project or conducting professional research Smith and Albaum will have you ready to quickly build your survey and complete your own research project

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About the Author Norman A Govoni is Professor of Marketing at Babson College where he served as Division Chair for fifteen years 1975 1990 He is the author of several textbooks including Promotional Management Fundamentals of Modern

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