

THIRD EDITION

BASIC MARKETING RESEARCH

Using Microsoft® Excel Data Analysis



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Ronald F. Bush

Basic Marketing Research Using Microsoft Excel Data Analysis

Steven Pike



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The Virtual Team Maturity Model Ralf Friedrich, 2017-10-25. Ralf Friedrich developed an academically validated and process oriented maturity model with emphasis on special needs of virtual teams. He provides criteria and indicators of performance for virtual teams and combines different approaches of maturity models into an overall framework to measure and develop virtual team performance. This book describes the development and validation of the Virtual Team Maturity Model (VTMM) consisting of 11 processes for virtual team collaboration defined by inputs, methods, outputs and Key Performance Indicators (KPIs) assigned to four maturity levels. The model supports an algorithm for calculating the maturity level of the team based on a set of questionnaires.

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