

Basic Marketing Research

Using Microsoft® Excel Data Analysis



Alvin C. Burns
Ronald F. Bush

Second Edition

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HK Dangi & Shruti Dewen



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and teaching of analytical and sensory food science at undergraduate and post graduate level This revised and updated second edition is accompanied by a new companion website giving the reader access to the datasets and Excel spreadsheets featured in the book Check it out now by visiting www.wiley.com/go/bowerstatistical or by scanning the QR code below

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