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Alvin C. Burns is the Ourso Distinguished Chair of Marketing and Chairperson of Marketing in the E. J. Ourso College of Business Administration at Louisiana State University. He received his doctorate in marketing from Indiana University and an MBA from the University of Tennessee. Professor Burns has taught undergraduate and master's-level courses as well as doctoral seminars in marketing ...

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## CHAPTER 4 RESEARCH METHODOLOGY 4.1. INTRODUCTION

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1.2.1 The need for marketing research 1.2.2 Marketing research deP ned 1.3 ScientiP c marketing research process 1.3.1 Phase wise marketing research process 1.4 DeP ning a problem 1.4.1 The importance of deP ning a right problem 1.4.2 Converting management dilemma into research question 1.5 What marketing research cannot do?

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