

GLOBAL  
EDITION



# Essentials of Marketing Research

*A Hands-On Orientation*

Naresh K. Malhotra

ALWAYS LEARNING

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# Essentials of Marketing Research

A Hands-On Orientation

Global Edition

**Naresh K. Malhotra**

Georgia Institute of Technology

**PEARSON**

Boston Columbus Indianapolis New York San Francisco  
Upper Saddle River Amsterdam Cape Town Dubai London  
Madrid Milan Munich Paris Montreal Toronto Delhi Mexico City  
Sao Paulo Sydney Hong Kong Seoul Singapore Taipei Tokyo



# Essentials of Marketing Research, Global Edition

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