

The book was found

Market Research In A Week: A Teach Yourself Guide (Teach Yourself: Business)



Synopsis

The ability to research the market for a product or service is crucial for anyone who wants to advance their career. Written by Judy Bartkowiak, a leading expert on market research as both a coach and a practitioner, this book quickly teaches you the insider secrets you need to know to in order understand your consumers. The highly motivational 'in a week' structure of the book provides seven straightforward chapters explaining the key points, and at the end there are optional questions to ensure you have taken it all in. There are also cartoons and diagrams throughout, to help make this book a more enjoyable and effective learning experience. So what are you waiting for? Let this book put you on the fast track to success!

Book Information

Series: Teach Yourself: Business

Paperback: 128 pages

Publisher: McGraw-Hill; 1 edition (November 21, 2012)

Language: English

ISBN-10: 144415964X

ISBN-13: 978-1444159646

Product Dimensions: 5.1 x 0.4 x 7.8 inches

Shipping Weight: 5 ounces

Average Customer Review: 4.4 out of 5 stars 3 customer reviews

Best Sellers Rank: #725,143 in Books (See Top 100 in Books) #129 in [Books > Business & Money > Processes & Infrastructure > Research & Development](#) #623 in [Books > Business & Money > Marketing & Sales > Marketing > Research](#) #773 in [Books > Business & Money > Marketing & Sales > Consumer Behavior](#)

Customer Reviews

About the Author

loved it

I give a copy of this book to every new person who comes on board to work with me on any project at all. It's a good starter book.

Got the book in a few weeks. It was fine.

[Download to continue reading...](#)

Market Research In a Week: A Teach Yourself Guide (Teach Yourself: Business) Speak in a Week! Italian Week One [With Paperback Book] (Speak in a Week! Week 1) (Italian Edition) Business For Kids: for beginners - How to teach Entrepreneurship to your Children - Small Business Ideas for Kids (How to Start a Business for Kids - Business for children - Kids business 101) Investing for Beginners: An Introduction to the Stock Market, Stock Market Investing for Beginners, An Introduction to the Forex Market, Options Trading ESL Business English: The essential guide to Business English Communication (Business English, Business communication, Business English guide) Understand Postmodernism: A Teach Yourself Guide (Teach Yourself: General Reference) Complete Portuguese: A Teach Yourself Guide (Teach Yourself Language) Complete Spanish with Two Audio CDs: A Teach Yourself Guide (Teach Yourself Language) Teach Yourself French Conversation (3CDs + Guide) (Teach Yourself: Language) Rush-Hour Italian: A Teach Yourself Guide with Four Audio CDs (Teach Yourself Language) Speak Russian with Confidence with Three Audio CDs: A Teach Yourself Guide (Teach Yourself: Level 2 (Audio)) Understand Film Studies: A Teach Yourself Guide (Teach Yourself: Reference) Complete Danish with Audio Disk: A Teach Yourself Guide: Course book + 4-hour audio recordings (Teach Yourself Language) Get Started in Hindi with Two Audio CDs: A Teach Yourself Guide, Second Edition (Teach Yourself Language) Market Research in Practice: An Introduction to Gaining Greater Market Insight Alfred's Teach Yourself to Play Mandolin: Everything You Need to Know to Start Playing Now! (Teach Yourself Series) Alfred's Teach Yourself to Play Banjo: Everything You Need to Know to Start Playing the 5-String Banjo, Book, CD & DVD (Teach Yourself Series) Alfred's Teach Yourself to Play Mandolin: Everything You Need to Know to Start Playing Now!, Book, CD & DVD (Teach Yourself Series) Alfred's Teach Yourself to Play Piano: Everything You Need to Know to Start Playing Now!, Book & Online Audio (Teach Yourself Series) Alfred's Teach Yourself to Play Harmonica: Everything You Need to Know to Start Playing Now! (Teach Yourself Series)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)