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12) A research firm that specializes in one, or, at most, a few marketing research activities is: A) A full-service supplier firm. B) A syndicated data service firm.

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CHAPTER 4 RESEARCH METHODOLOGY 4 1 INTRODUCTION NWU IR Home

Burns and Bush (2010:55) concurrently state that marketing research will be more likely to be considered when it is believed that such research will help the brand gain a competitive advantage, or when research will be able to help marketing managers

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