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Marketing Research An Applied Orientation Global Edition Sixth Edition Naresh K. Malhotra Georgia Institute of Technology Boston Columbus Indianapolis New York San Francisco Upper Saddle River

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numerous awards and honors for research, teaching, and service to the profession, including the Academy of Marketing Science, Outstanding Marketing Teaching Excellence Award, 2003. Dr. Malhotra is an ordained minister of the Gospel, a member and Deacon, First Baptist

Short Biography: Naresh K. Malhotra - Georgia Tech

He teaches quantitative and qualitative marketing research and leads developments across the University in digital marketing research. Peter Wills is the Chairman of Snap Surveys who are based in the UK and the USA. He is an Honorary Fellow at the University of Winchester and the Chairman of the Association for Survey Computing, the world's leading society for the advancement of knowledge in software and technology for research surveys and statistics.

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