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*El-Hi Textbooks and Serials in Print* 1985

*Subject Guide to Books in Print* 1996

**The Dairymen's League News** 1930

**The Scottish Farmer** 1930

*Forthcoming Books* Rose Army 1998

*Books in Print* 1993-09 V. 1. Authors (A-D) -- v. 2. Authors (E-K) -- v. 3.

Authors (L-R) -- v. 4. (S-Z) -- v. 5. Titles (A-D) -- v. 6. Titles (E-K) -- v. 7.

Titles (L-Q) -- v. 8. Titles (R-Z) -- v. 9. Out of print, out of stock

indefinitely -- v. 10. -- Publishers.

*Alliance News* 1875

**Scientific American** 1876

**El-Hi Textbooks & Serials in Print, 2003** 2003

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**Basic Marketing Research** Alvin C. Burns 2008 This book is targeted for those who need to learn the marketing research process and basic data analysis techniques. This is the first book on the market that offers a software add-in (XL Data Analyst ) designed specifically to use the power of Excel for marketing research applications. XL Data Analyst also features data analysis output that is exceptionally easy to understand and in professional table/report-ready format. All marketing research concepts are presented simply and intuitively. KEY TOPICS: 11 Step marketing research process; the industry; ethical issues, global applications. Basic descriptive statistics, confidence intervals and hypothesis testing, differences tests through one-way ANOVA, cross-tabulation/Chi-square, Pearson Correlation, and simple and multiple regression are all comprehensively covered. This is the ideal book for those who wish to teach basic marketing research to undergraduate students without learning cumbersome statistical analysis software but who have access to Excel". The XL Data Analysis Add-in is easy to master

and use and performs analyses such as tests of proportions and hypothesis tests for percentages, not typically available on standard statistical analysis software.

**Computer Decisions** 1985

Princeton Alumni Weekly 1960

Sales Management 1929

*The British National Bibliography* Arthur James Wells 1994

Organizing and Learning Through Gaming and Simulation 2007 45

edited articles, originally presented at the 38th edition of the International Simulation and Gaming Association conference 2007.

*Business Education Index* 1967

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Marketing Research Alvin C. Burns 2004

**Fourth Estate** 1920

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