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Professor Smith is a Fulbright Scholar and has written numerous articles published in journals such as Journal of Consumer Research, Journal of the Academy of Marketing Science, Journal of Business Ethics , International Journal of Marketing Research, Journal of Marketing Research, and Journal of Business Research.

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Author Malhotra, Naresh K Subjects Marketing research.; Forschungsmethode.; Marktonderzoek. Audience Specialized Summary This marketing text places an emphasis on qualitative research, and on the international and ethical aspects of marketing research.

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