



# An Introduction to Market and Social Research (Market Research in Practice Series)

By Ian Brace, Karen Adams

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Established market researchers offer a complete, step-by-step guide to basic principles and techniques

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"Brace...and Adams...detail the research process, from the identification of the research topic to the results and recommendations, including designing a project, finding data and using qualitative research methods, questionnaires and analysis." Reference and Research Book News

#### **About the Author**

Paul Hague is director of B2B International Ltd, a market research agency. He is a Visiting Fellow at Manchester Metropolitan University and a guest lecturer at Manchester Business School. He is also the author of Market Research: A Guide to Planning, Methodology & Evaluation and co-author of Market Research in Practice, both published by Kogan Page.

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