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Chapter One Introduction - Action Research

1.1 Introduction 1.2 Marketing Research 1.2.1 The need for marketing research 1.2.2 Marketing research deÅž ned 1.3 ScientiÅž c marketing research process 1.3.1 Phase wise marketing research process 1.4 DeÅž ning a problem 1.4.1 The importance of deÅž ning a right problem 1.4.2 Converting management dilemma into research question ...

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Research Methodology: An Introduction 1 1 Research Methodology: An Introduction MEANING OF RESEARCH Research in common parlance refers to a search for knowledge. One can also define research as a scientific and systematic search for pertinent information on a specific topic. In fact, research is an art of scientific investigation.

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