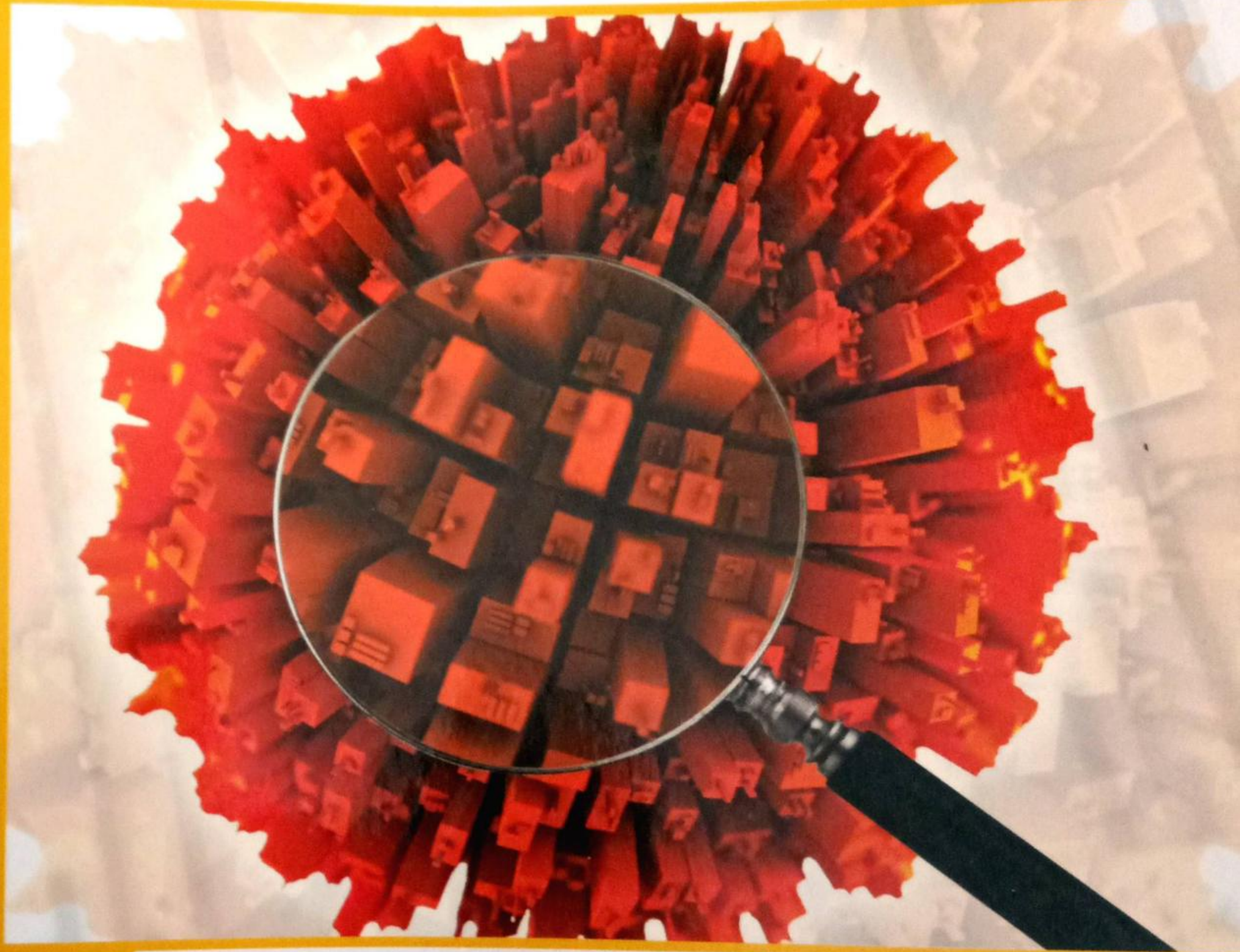


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# Marketing Research

An Applied Orientation

S I X T H E D I T I O N



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ALWAYS LEARNING

PEARSON

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