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His book, "Basic Marketing Research: A Decision-Making Approach," Second Edition, was published by Prentice Hall in 2005. Dr. Malhotra has consulted for business, non-profit and government organizations in the USA and abroad and has served as an expert witness in legal and regulatory proceedings.

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In an article by Wheatley and Wilson (1987 AMA Educators' Proceedings), Professor Malhotra was ranked number one in the country based on articles published in the Journal of Marketing Research (JMR) during 1980-1985. He also holds the all-time record for the maximum number of publications in the Journal of Health Care Marketing.

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The market research process is a systematic methodology for informing business decisions. The figure below breaks the process down into six steps: The Market Research Process. Step 1. Define the Objective & Your "Problem" Perhaps the most

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important step in the market research process is defining the goals of the project.

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The marketing research process is a six-step process involving the definition of the problem being studied upon, determining what approach to take, formulation of research design, field work entailed, data preparation and analysis, and the generation of reports, how to present these reports, and overall, how the task can be accomplished.

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Correctly conducted marketing research requires careful attention to intricacies. Think of marketing research as a chain only as strong as its weakest link, where those links are stages in a process.

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## **Books by Naresh K. Malhotra (Author of Marketing Research)**

Basic Marketing Research: Integration of Social Media, 2012, Naresh K. Malhotra, 0132570181, 9780132570183, Pearson, 2012 ... Studyguide for Basic Marketing Research by Naresh K Malhotra, Isbn 9780132544481 , Cram101 Textbook Reviews, Naresh K. Malhotra, 2012, Education, 158 pages. ... Marketing Research: Integration of Social Media ...

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