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Book Summary: The title of this book is Basic Marketing Research and it was written by Gilbert A. Churchill, Tom J. Brown, Tracy A. Suter. This particular edition is in a Hardcover format. This books publish date is Apr 22, 2009 and it has a suggested retail price of \$361.95.

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The Basic Marketing Research book came in a very timely manner (Within the projected arrival times) and I can't be more pleased with its condition. The seller was very accurate. There was nothing wrong with the book except a little cover scuff on the front. There was nothing that couldn't be overlooked. Thank you!

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