

Essay aus dem Jahr 2011 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Atlantic International University, Sprache: Deutsch, Abstract: Marketing research should be an ongoing concern within business as it is an effective way to track the progress of the firm and is a golden way to bring in-house so that managers may most economically stay on top of the customer base by paying attention to customers voice. Marketing research represents a formal analysis of quantitative and qualitative demand, access and recognition of class of products or services, providing an external perspective of the business and industry. But, marketing research is to be appreciated as part of social science whereby the ceteris paribus has its place due to complexity of marketing phenomena. On the other hand, research is crucial because it drives innovation and innovation is one way how the enterprise can gain leadership and much bargaining power. Thus, companies need to gather information concerning scientific research on products, markets and technology and this information can be generated either internally by Research and Development or by following research done elsewhere in the areas concerning the firms business.

Tales of the Malayan Coast from Penang to the Philippines, Science And The Afterlife Experience by Chris Carter (Sep 11 2012), Dinosaurs: Children Book of Fun Facts & Amazing Photos on Animals in Nature - A Wonderful Dinosaurs Book for Kids aged 3-7, Prophylaxe von Unternehmenskrisen: Risiko-Fruherkennung bei kleinen und mittelstandischen Unternehmen (German Edition), Calculus, 7th Edition, STUDY AND SOLUTIONS GUIDE, VOLUME II (FOR USE WITH: Calculus with Analytic Geometry, 7th ed.; and Multivariable Calculus, 7th ed., also for use with Calculus, Early Transcendental Functions, 3d ed.),

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