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**By Alvin C. Burns; Ronald F. Bush**

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## **Marketing Research, 6/e -**

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**Books: Marketing Research (6th Edition) -**

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<http://en.wikipedia.org/wiki/SPSS>

**Books: Marketing Research (7th Edition) -**

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Basic Marketing Research with Excel (3rd Edition) Jan 4 2011. by Alvin C Burns and Ronald F. Bush. Marketing Research with SPSS 10 CD with CDROM

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