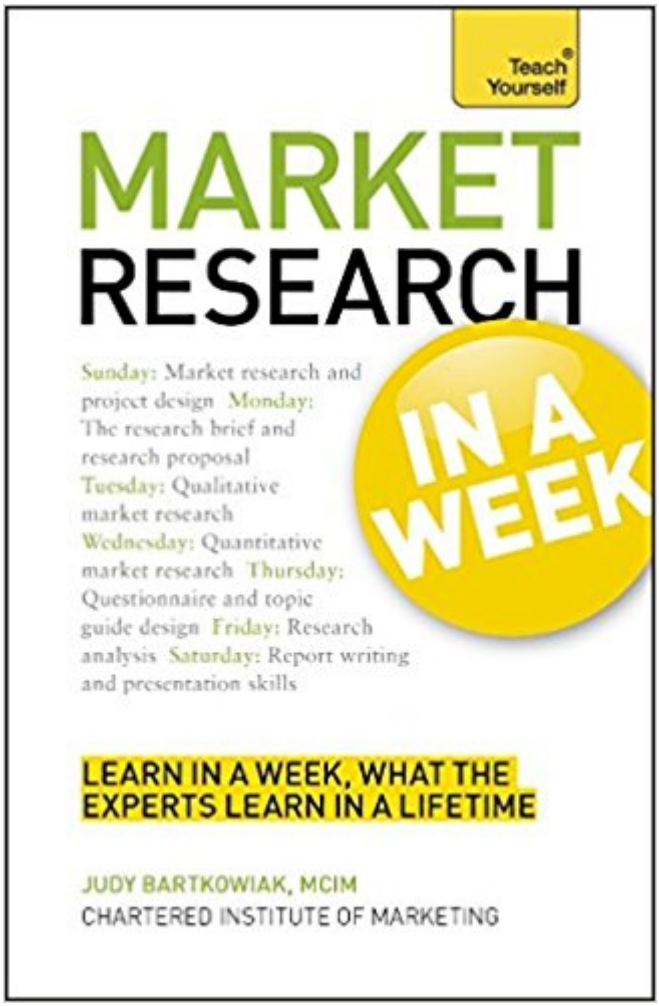
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Market Research In A Week: A Teach Yourself Guide (Teach Yourself: Business)



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Synopsis

The ability to research the market for a product or service is crucial for anyone who wants to advance their career.Written by Judy Bartkowiak, a leading expert on market research as both a coach and a practitioner, this book quickly teaches you the insider secrets you need to know to in order understand your consumers.The highly motivational 'in a week' structure of the book provides seven straightforward chapters explaining the key points, and at the end there are optional questions to ensure you have taken it all in. There are also cartoons and diagrams throughout, to help make this book a more enjoyable and effective learning experience.So what are you waiting for? Let this book put you on the fast track to success!

Book Information

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About the Author

loved it

I give a copy of this book to every new person who comes on board to work with me on any project at all. It's a good starter book.

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