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Therefore, market of marketing research is to acquisition and processing of primary and secondary data information about customers attitude and behavior and also product demand (McDonald, 2002). The purpose of marketing research as proposed by van, Fok & Stremersch, (2009) is as follows: 3.1 Purpose of marketing research:

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management” is a field of study
in which “corporate strategy” is a

central construct. 4 marketing
knowledge. First, we show that
marketing strategy research ...