



Basic Marketing Research: Using Microsoft Excel Data Analysis, First Canadian Edition with Companion Website

Alvin C. Burns, Ronald F. Bush, Judith Nash

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Praised for the solid foundation it builds for business students, Burns/Bush provides a unique step-by-step approach to market research that breaks down the intimidating subjects found in this course. This first Canadian edition builds on the core strengths of the U.S. edition while introducing Canadian coverage of key topics to demonstrate the relevance of the subject for Canadian marketers. The text is written in a student-friendly manner, with many examples, and provides students with the tools necessary to conduct basic analysis.

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