



More Guerrilla Marketing Research: Asking the Right People, the Right Questions, the Right Way, and Effectively Using the Answers to Make More Money

Robert J. Kaden, Gerald Linda, Jay Conrad Levinson

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More Guerrilla Marketing Research, the follow-up title to Guerrilla Marketing Research destroys the myth that only big companies can afford marketing research. The new book focuses on why small and mid-sized businesses can benefit from conducting focus groups and surveys - and how they can do it, by asking the right questions, the right way, and effectively using the answers to make more money. Authored by Robert J.Kaden, Gerald Linda and Jay Conrad Levinson, More Guerrilla Marketing Research includes new and updated material on setting research goals and objectives; how to set a research budget; secondary research; qualitative research; research into emotions; customer satisfaction research; and the future of marketing research.

This compelling book will take readers on a fascinating journey through one of the most misunderstood and under-utilized marketing techniques. The secrets unveiled and the tips offered will benefit the most sceptical business owner, manager or entrepreneur.

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