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Viral marketing and monitoring are over-looked, probably because few people call such activities market research. Overall, the book is generally well-written. Two criticisms: With time and budget such a large part of the entire market research field, the book has few numbers in that regard, making it seem less practical than it actually is.

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Marketing Research: An Applied Orientation Chapter 7 Causal Research Design: Experimentation 1) Causality refers to when the occurrence of X causes the occurrence of Y.

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