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this compact yet
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book discusses
the
multidimensional
aspects of
Marketing
Research in an
accessible***

manner. The book begins with an overview of marketing research, the type and scope of, and stages in marketing research, organization of marketing research in India, and research plan — its need,

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and data
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analysis. Finally,
the book dwells
on various
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techniques,
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packages, report
writing, and
different
applications of
marketing***

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gathering,
analyzing and
interpreting
primary and
secondary data.
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examples, which
are interspersed
throughout the
book, to
illustrate the
concepts
discussed.***

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**Provides caselets
for a better
understanding of
the topics
covered.**

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records
management has
been an
important part of
society for
establishing
procedures to
effectively**

***manage
information. As
technology has
increased in
society, this
essential
function has
been impacted
as well. With the
onset of
technological
tools brought
upon by the
fourth industrial***

***revolution,
technologies
such as artificial
intelligence, the
internet of
things, big data,
and more have
changed the face
of information
and records
management.
These
technologies and
tools have paved***

***new ways for
security,
efficiency in
timely processes,
new ways to
create and
process records,
and other
beneficial traits.
Along with these
advancements
come new
contemporary
issues, leading***

***to the need for
research on how
exactly
information
records
management is
functioning in
modern times,
the technologies
brought on by
the fourth
industrial
revolution, and
both the benefits***

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**and challenges
to this transition.**

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issues and
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***the value of
information and
records
management in
the fourth
industrial
revolution. The
book provides a
summary of the
key activities
undertaken by
information and
records
managers as***

***they seek to
make records
and information
management
more visible in
the modern
knowledge-
driven society.
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highlight
innovation, the
use of
information and
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**engagement, of
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students is
characterized
by various
problems such
as high dropout
rates, longer
completion
times, low
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levels of
education. Yet,
there is
growing
demand for
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