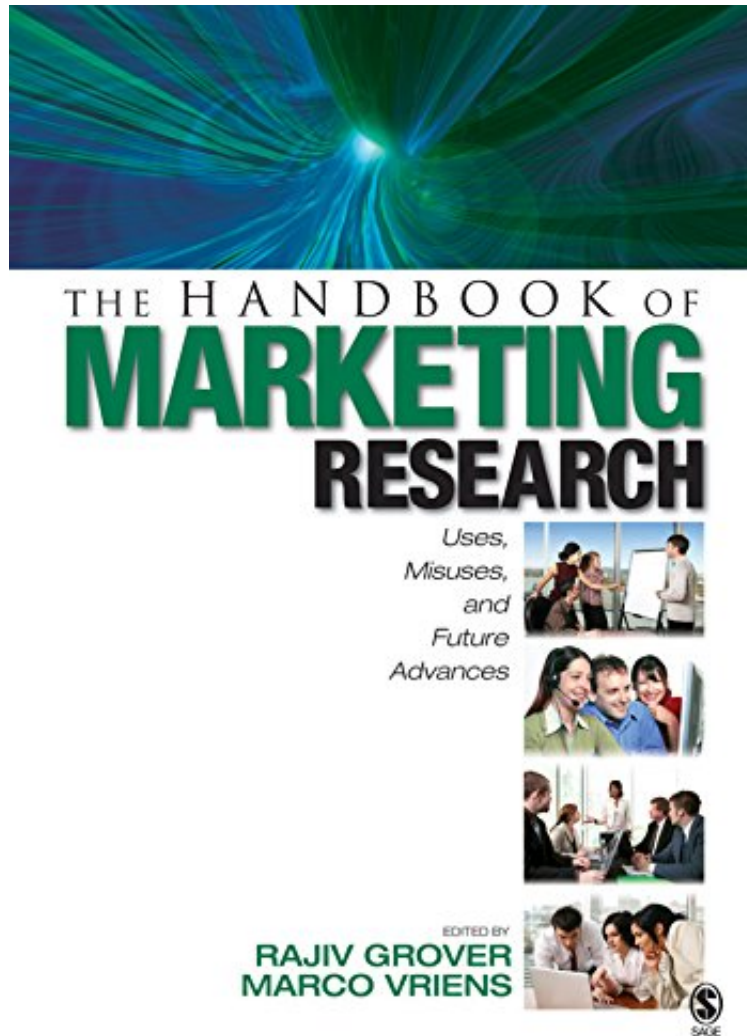


# The Handbook of Marketing Research: Uses, Misuses, and Future Advances

*Rajiv Grover, Marco Vriens*

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