

Marketing Research: An International Approach **By Marcus Schmidt;Svend Hollensen**

By Marcus Schmidt;Svend Hollensen

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Svend Hollensen | University of Southern Denmark -

Studies International Marketing, Marketing Strategy, and Marketing Practice. Svend Hollensen (svend@sam.sdu.dk) (together with Marcus Schmidt) more.

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<http://www.mymarketresearchmethods.com/an-overview-of-market-research-methods/>

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Svend Hollensen Svend Hollensen is an Associate as well as Marketing Research An International together with Marcus Schmidt. Svend has also worked

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