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Marketing Research: An Applied Orientation (Multiple Choice)
You are meeting with the waterpik marketing professionals tomorrow to conduct a trends meeting to list and prioritize key consumer wants and needs. You have also scheduled a meeting with the waterpik engineers to uncover applicable technologies and the company's internal competencies.

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Typically, a _____ involves the tasks of designing the information needed, specifying the measurement and scaling procedures, and developing a plan of data analysis

A. Research classification
B. Research design

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...

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strategies.

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