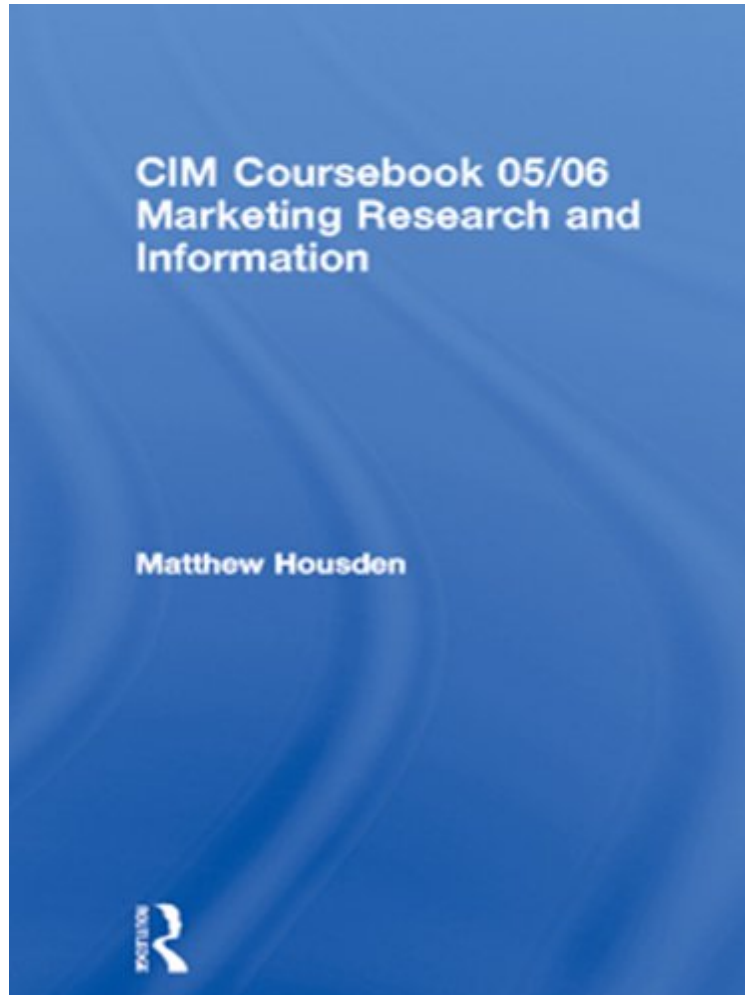


(Read ebook) CIM Coursebook 05/06 Marketing Research and Information

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Matthew Housden

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About the Author By Matthew Housden, Principal Lecturer and Programme Area Director in Marketing at the University of Greenwich Business School; tutor and senior consultant at the IDM; full member of the Market Research Society; and member of the CIM.