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*Market Research in Practice* product specification and its relation to consumer needs and requirements, branding, pricing, distribution methods, advertising support, market definition and segmentation, forecast sales levels and so on. Each of these decisions requires information from the market to reduce business risk.

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Surveying your potential customers should provide you with lots of useful information about the customers you expect to get through your door. In practice however, the exercise can be a waste of time if you don't think carefully about what information you need and how you are going to get that information.

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*Modules Information*

Market Research: Best Practices Market research is often neglected, and many companies go forth and carry out plans without collecting and analyzing enough information to support their decisions. Market research should be conducted on a continuous basis and companies should always be listening to their users.

*Best Practices for Conducting Market Research ...*

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