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A) how marketing research always correctly identifies a product or service that will be popular in the marketplace. B) when marketing research predicts a failure, yet there is success. C) when marketing research predicts a failure, and there is a failure. D) why marketing research may not be applied to all fields, such as entertainment.

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Chapter 1 2. Chapter 2 4. Chapter 3 6. Chapter 4 8. Chapter 5
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Chapter 1. Question Number Answer Level 1 Head Reference for
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= A specific information needed to solve the research question
Developed as a series of questions that decision makers need to
know to make a marketing decision Guide the overall approach
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choose a restaurant -> Key questions to ask:

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