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research: 2-18 chapter 2** - marketing research can be viewed as the systematic process for obtaining  
information to aid in decision-making. there are many types of marketing research. note: the five ps of the  
research process are depicted in figure 2.1. 1. purpose of the research 2. plan of the research 3. performance  
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well established that the customer perception of the quality of a service depends on customer's pre-service  
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