Preface

Market research is playing an important role in decision making process of management. In the present research work an earnest attempt is made to facilitate the market researcher regarding betterment of research report and the defects in the reporting can be eliminated. For convenience, we have studied the pharecticals research report. Same type of techniques can be used in other type of market research reports too, but adopting the suggestions given in the research work, will help to provide proper picture of market to the management.

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