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His book, Basic Marketing Research: A Decision-Making Approach, Second Edition, was published by Prentice Hall in 2005. Dr. Malhotra has consulted for business, non-profit and government organizations in the USA and abroad and has served as an expert witness in legal and regulatory proceedings.

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The market research process is a systematic methodology for informing business decisions. The figure below breaks the process down into six steps: The Market Research Process. Step 1. Define the Objective & Your “Problem” Perhaps the most important step in the market research process is defining the goals of the project.

The Market Research Process: 6 Steps to Success

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In an article by Wheatley and Wilson (1987 AMA Educators' Proceedings), Professor Malhotra was ranked number one in the country based on articles published in the Journal of Marketing Research (JMR) during 1980-1985. He also holds the all-time record for the maximum number of publications in the Journal of Health Care Marketing.

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