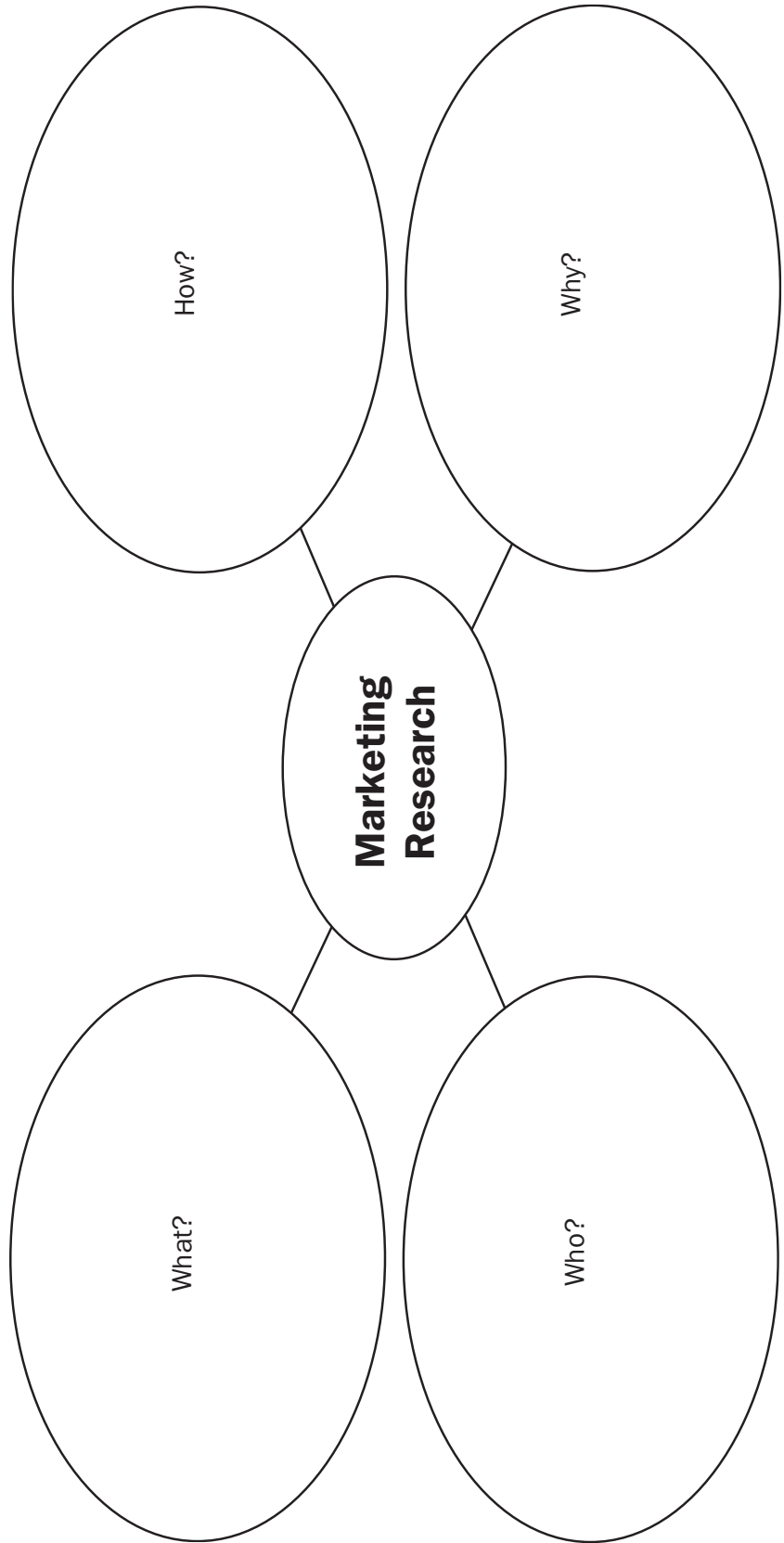


MARKETING INFORMATION SYSTEMS

Study Organizer

Directions: Use a chart like the one below to take notes about the main concepts in this section.



TYPES, TRENDS, AND LIMITATIONS OF MARKETING

Study Organizer

Directions: Use a chart like the one below to note the differences between quantitative and qualitative research.

