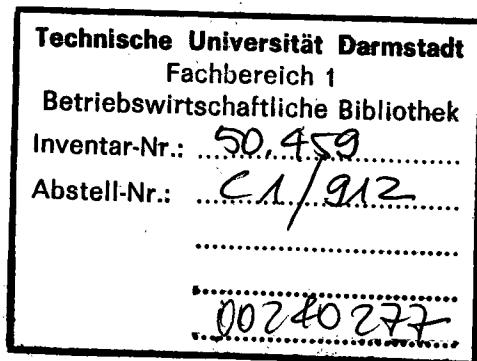


THE ESOMAR HANDBOOK

of market and opinion research



4th Edition

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