

**QUALITATIVE MARKETING RESEARCH: A CULTURAL
APPROACH (INTRODUCING QUALITATIVE METHODS
SERIES)**

Philip Candee

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Aroundthesametime,DanielStarchdevelopedmeasuresfortestingadvertis helps remove some of the uncertainty by providing relevant information about the marketing variables, environment, and consumers. Her research interests center on cultural and practice-based approaches to management and organization studies and consumer culture theory.