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Marketing research is "the process or set of processes that links the producers, customers, and end users to the marketer through information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process.

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Table 1: The four levels/modes of processing. Figures 3, 4, and 5 show how within the processing model, cognition depends upon context. The effectiveness of the contribution of processing activities at each of these levels / modes, depends on the cognitive requirements posed by the specific context.

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With the erosion of keyword intelligence and the move to strings-not-things for the user, Google is pushing all marketers to focus more on their target audience. This post will teach you how to understand that audience, the future of Google, and how to build data-driven personas step by step.

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