## **Chapter 28 Marketing Research**

**Section 28.2 Issues in Marketing Research** 

**Section Graphic Organizer** 

**Directions** Use the chart to note the differences between quantitative research and qualitative research.

	<b>Quantitative</b> and	
/ Quantitative	/ Qualitative \	<b>Qualitative</b> \
Research	/ Research	Research
1.	1.	1. Attitude
2.	2.	Research
	3.	<b>2</b> .
	\ 4.	