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Donald R. Cooper teaches research methods, statistics, and organizational behavior in the masters and doctoral programs of public administration and business. Cooper's Ph.D. is from Kent State University.

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Cooper serves as the managing director of the Cooper Research Group, a consultancy specializing in customer satisfaction, loyalty, defection, and market segmentation research for the electronics and computer industries. Currently, he provides senior management of domestic and global firms with brand, segmentation, and service analysis.

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Business Research Methods Second European Edition Boris Blumberg, Donald R. Cooper and Pamela S. Schindler McGraw-Hill Higher Education London Boston BurrRidge, IL Dubuque, IA Madison, WI New York San Francisco

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