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Dr. 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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Typically a research process consists of following steps (Cooper & Schindler, 2003): Identification of the problem. Defining the management question and the research question(s).

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