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We are pleased to announce the release of the report: "Barbatul - de la arc la shopping cart" (The Man - from the Bow to the Shopping Cart), by Lighthouse Group and SMARK Research.

You will find useful and relevant information about men in Romania, on consumption, attitudes and life-style.

We recommend the report as a useful tool in designing marketing strategies & tactic, in a large range of industries.

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For more details: [link](#)

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Quantix Marketing Consulting acts a Consultant Research & Insights on several projects developed under SMARK Research.