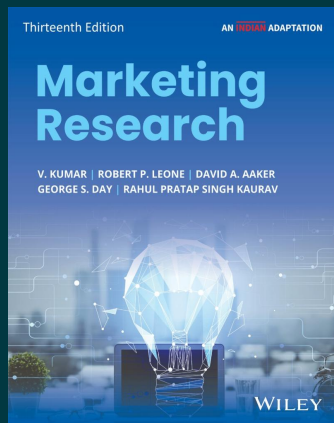




Marketing Research, 13ed (An Indian Adaptation)

By V. Kumar, Robert P. Leone, David A. Aaker, George S. Day, Rahul Pratap Singh Kaurav

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Description

Marketing Research, 13th Edition, offers a clear and practical introduction to marketing research, with a strong focus on methodologies and the role of market research in strategic decision-making. Using a macro-micro-macro framework, it begins with a strategic overview, delves into detailed methodologies, and concludes with real-world applications. Step-by-step coverage of current practices and advanced techniques equips students with the critical thinking and decision-making skills needed in today's dynamic business environment. This edition bridges theory and practice through contextual analysis and application-based learning rooted in India's evolving market landscape.

About the Author

V. Kumar, Robert P. Leone, David A. Aaker, George S. Day, Rahul Pratap Singh Kaurav

V. Kumar, Goodman School of Business, Brock University, Canada.

Robert P. Leone, Texas Christian University, Fort Worth, United States.

David A. Aaker, Haas School of Business, University of California Berkeley, United States.

George S. Day, Wharton School of Business, University of Pennsylvania, United States.

Rahul Pratap Singh Kaurav, FORE School of Management, New Delhi, India.

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