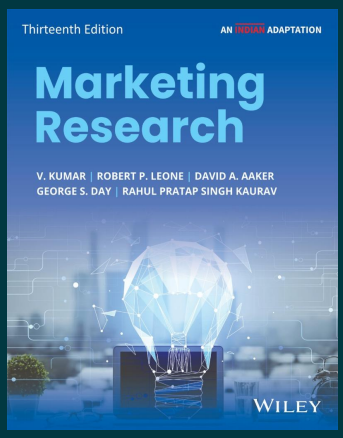


Marketing Research, 13ed (An Indian Adaptation)

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

Paperback 9789370605473 **₹1,125.00**

Pages: 768

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.

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