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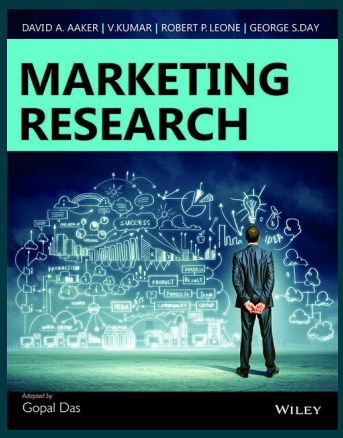

Marketing Research

By Aaker, Kumar, Leone, Day, Gopal Das

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Description

The 11th Edition of Marketing Research (by Aaker et al.) has been adapted to Indian perspective without much dilution of its global flavor. Keeping in mind the learning requirements of Indian students in the field of market research, this textbook has been developed by modifying contents at required places. This book, while maintaining the strengths of the original version, reflects the modern realities of marketing research. Real-life scenarios included in the Indian adaptation of Marketing Research would help readers in cognitive analysis, invoke thoughtful insights in the areas of market intelligence, business decisions, and actions. In this edition, readers are expected to learn, explore, and analyze various dimensions of marketing research.

About the Author

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Gopal Das is an Associate Professor of Marketing at IIM Bangalore. Gopal has more than 10 years of teaching and/or research experience in Marketing and Data analytics. He has conducted several management development programmes on Research Methodology, Marketing Research, and Data Analytics using statistical packages, such as SPSS, AMOS, SAS, MINITAB, and R. He has been awarded and appreciated for his contributions to management study. He has won gold medal for the best “Outstanding Doctoral Management Student Awards (2012)” organized by AIMS International held at the IIM Bangalore.

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