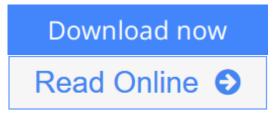


Marketing Research

By David A Aaker



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This book offers the best approach toward communicating the intricacies of marketing research and its usefulness to the marketing organization. This highly regarded text focuses on market intelligence, strategy, theory, and application and retains its coverage of the most advanced and current marketing research methodologies. Pointing out these methodologies' limitations and strengths, the book also brings to the forefront the relevance of marketing intelligence, the power of the Internet in marketing research applications, and much more. Suitable for students in the intermediate or advanced courses.



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Marketing Research By David A Aaker Bibliography

Sales Rank: #3378458 in Books
Brand: Brand: John Wiley Sons
Published on: 2012-12-01
Format: International Edition

• Original language: English

• Number of items: 1

• Dimensions: 10.00" h x .94" w x 8.03" l, .0 pounds

• Binding: Paperback

• 647 pages



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