Marketing Research, 13th Edition
V. Kumar, Robert P. Leone, David A. Aaker, George S. Day

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DESCRIPTION

Marketing Research, 13th Edition presents a clear and comprehensive introduction to the field, with a strong focus on methodologies and the role of market research in strategic decision making. Employing a unique macro-micro-macro approach, the text begins with a broad overview of market research and its place within—and value to—an organization, before zooming in to detail the granular view of the research process. Step-by-step explanations cover the latest methodologies and current practices, highlighting advanced techniques as well as their limitations and potential benefits, followed by a high-level discussion of research applications.

An emphasis on real-world processes is underscored by end-of-chapter cases, allowing students to apply what they’ve learned in the context of real-life examples covering a broad range of products and organizations. This practical approach promotes engagement while building essential critical analysis, interpretation, and decision-making skills, preparing students to recognize potential research applications, alternatives where they exist, and the quality of research at hand. By pulling together market intelligence, strategy, theory, and application, this text helps students build a deep understanding while retaining the big picture perspective.
ABOUT THE AUTHOR

David A. Aaker is professor of Marketing, Emeritus at the Haas School of Business, University of California Berkeley. He is a leading expert on brand strategy and strategic marketing. He is the author of over seven books for both the practitioner and the student of marketing.

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NEW TO EDITION

Consistent with these objectives, the 13th edition has undergone some critical changes. The more prominent of these include the following:

1. The chapter objectives have been clearly detailed on the first page of each chapter in order to clearly communicate what is to be covered in the chapter.

2. Chapter 1 (A Decision-Making Perspective on Marketing Intelligence) has been updated to cover the latest business trends and company examples that aptly reflect the nature and level of changes made throughout the textbook.

3. Chapter 2 (Marketing Research in Practice) offers an updated report of the marketing research industry in the U.S. and around the world.

4. Chapter 6 (Standardized Sources of Marketing Data) contains updated information on marketing data sources that accounts for the rapid changes in technology that impacts data collection. Also, this chapter lists examples of companies using such modes of data sources.
5. Chapter 7 (Marketing Research on the Internet) contains revised and updated information regarding the Internet, and how it impacts marketing research. Also, the prominence of privacy and safety issues on the Internet have been elaborated using recent developments.

6. Chapter 25 (New Age Strategies) has been significantly revised and updated. Reflecting the chapter title, this chapter has undergone changes that reflect the latest trending marketing strategies. Sections that are outdated have been removed, and new sections have been added. Also, new topics such as Internet of Things, big data, and blockchain have been covered in this edition.

7. The examples contained in the Marketing Research in Action throughout the book have been updated with relevant content changes.

8. Statistics and other trend information have been updated. Further, new cases and study questions have been added.

9. The text has also benefitted from additions and updates to new and emerging marketing topics such as lifetime value and measuring the effectiveness of social media campaigns; and technology topics such as artificial intelligence and bots.

10. The web address www.wiley.com/college/kumar can be used for accessing information pertaining to the textbook and its contents.

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**FEATURES**

Wiley Advantage:

- Presents real-world case studies and discussion topics relevant to the current trends of market research including e-commerce, database and relationship marketing, and social networking

- Emphasizes the value of marketing intelligence and the role it plays in strategic decision-making

- Employs a unique macro-micro-macro level approach to identify, gather, analyze, and apply market research

- Covers the importance of international market research and provides a clear distinction between international and domestic market research methodologies

- Integrates technology into market research and demonstrates current software’s role in the decision-making process