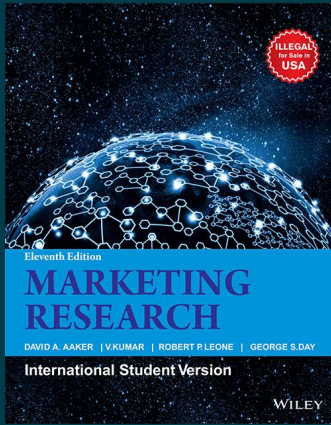


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By David A. Aaker, V. Kumar, Robert P. Leone, George S. Day

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Marketers now have the opportunity to invest in more data research and take advantage of social networking. The new eleventh edition shows them how to utilize these techniques to compliment traditional methods. The book focuses on international market research and incorporates new case studies to present the latest information in the field. Marketers will also be able to access the book's Web site for a list of readings, links to other key sites, sample datasets for analysis and practice questions after each chapter.

• About the Author

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