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This chapter considers three classes of disruptions in marketing research methods. The disruptions are both positive and negative, and both academic and managerial.

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Chapter 1 illustrates the enormous variety of problems that marketing research can address and the types of business people who require a working knowledge: marketing researchers and marketing managers of course, but also consultants, entrepreneurs, financial analysts—anybody who seeks an edge in understanding customers in competitive market environments.

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Iacobucci teaches Marketing Management, Marketing Strategy, Marketing Research, Marketing Models,

Services Marketing, and New Products to MBA students and undergraduates and multivariate statistics and methodological topics in PhD seminars. Dr. Iacobucci served as editor of the Journal of Consumer Research and the Journal of Consumer Psychology.

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