

CHOICES THAT MATTER

Research Insights on Marketing and Consumers



"The book is clear and well researched. It maps the changing consumer landscape with strong accuracy and practical value. You see clean links between concepts, data, and real decisions. It works for students in a class and for leaders in a meeting room"

--Dr Prabodh Halde

Chairman - Chamber for Advancement of Small and Medium Businesses



"A thoughtfully curated volume that blends empirical rigour with practical marketing wisdom, this book offers a nuanced understanding of how consumers actually think and decide. Having read it closely, I find it an invaluable resource for anyone serious about evidence-based marketing and consumer insight"

– N. Sathyanarayan

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