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A) not conduct marketing research because the timing is wrong . B) conduct marketing research to determine why market share is going down . C) conduct marketing research to determine how the new Mars bar is preferred versus existing Hershey bars . D) conduct marketing research because the profitability of Hershey is being affected

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Dr. Shen's specialties are in the areas of cognition and emotion, advertising and sales promotion, and probability modeling. Recently, he has explored the basic dimensions of emotion with functional magnetic resonance imaging technique, constructed a model of political advertising effects with item response theory, and examined framing-related irrationality in brand choice

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