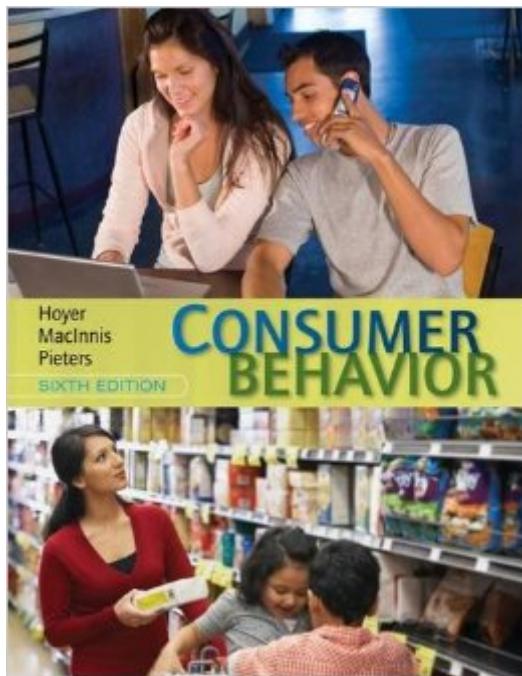


The book was found

Consumer Behavior



Synopsis

CONSUMER BEHAVIOR combines a foundation in key concepts from marketing, psychology, sociology, and anthropology with a highly practical focus on real-world applications for today's business environment. The new edition of this popular, pioneering text incorporates the latest cutting-edge research and current business practices, including extensive coverage of social media influences, increased consumer power, emerging neuroscience findings, and emotion in consumer decision making. In addition, the Sixth Edition includes an increased emphasis on social responsibility and ethics in marketing. With even more real-world examples and application exercises, including new opening examples and closing cases in every chapter, CONSUMER BEHAVIOR provides a thorough, yet engaging and enjoyable guide to this essential subject, enabling students and professionals alike to master the skills they need to succeed.

Book Information

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Average Customer Review: 3.9 out of 5 starsÂ See all reviewsÂ (13 customer reviews)

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Customer Reviews

Easy to comprehend, and helps me reinforce what I learn in my class. Each chapter is about 20 pages. And at the end of each chapter, there is a couple paragraphs to summarize the chapter and several review questions. My book did come a little later than I wanted, but still made the delivery window.

I loved the digital version of this textbook. As students, we don't always take the time to read the hundreds of pages assigned to us so this was perfect. You can run a search for keywords to jump right where you need to go. It was cheaper for me to purchase a Kindle, which I love, and rent the

digital textbook than buying or renting a physical copy (which is outrageous). I would highly suggest looking into digital textbooks for renting because you don't have to worry about return dates either, it just expires when your time is up.

I like how this text is broken out so you can find certain topics quickly. And the entire book is laid out according to the illustration in the beginning; which makes it easier to digest the content.

It is 497 pages of common sense packaged as a textbook with mediocre graphics and fancy terminology. Reading a few well-written peer-reviewed journal articles with substantive qualitative and quantitative analysis will easily render this textbook not much more than a 90's colored paperweight.

Explanatory, updated and deep enough. I used it for my "Consumer Behavior" class. I think it is a very helpful book.

I purchased what I thought was this book. Turns out it was not the book pictured but a different one. Seller was not helpful.

It's well written, easy to read and understand. I feel like a lot of the information will soon be outdated.

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