

Comportamiento del Consumidor (SPANISH
TRANSLATION OF CONSUMER BEHAVIOR,
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In today's business world, a better understanding of consumers' needs is essential to drive marketing strategies. The successes and failures of implementing marketing concepts and strategies are based primarily on the attempt to integrate the product's message. Two recent examples of consumer-driven marketing actions: Saturn succeeded in establishing a strong, cult-like following and its appeal to both utilitarian and hedonic needs; while McDonald's failed to shift consumer perceptions of its service orientation with the introduction of the Arch Deluxe sandwich. Consumer Behavior will challenge any marketing professional with the complexities of consumer needs and perceptions and translate them into effective marketing strategies.

作者介绍:

目录:

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