

Consumer Behavior



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The popular CONSUMER BEHAVIOR, 7E draws key concepts from marketing, psychology, sociology, and anthropology to present a strong foundation and highly practical focus on real-world applications for today's global business environment. With this new edition, you examine the latest research and current business practices with extensive coverage of social media influences, increased consumer power, and emerging neuroscience findings. You also study controversies in consumer decision-making involving money, goals, emotions, charity, health, materialism, and sustainability. This edition increases its emphasis on social responsibility and ethics in marketing, scrutinizing both the dark side and constructive possibilities. With even more real-world examples and thought-provoking application exercises, including new chapter-opening examples and closing cases, CONSUMER BEHAVIOR, 7E provides a thorough, yet enjoyable guide that enables you to master the skills you need.

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Wayne D. Hoyer holds the James L. Bayless/William S. Farish Fund Chair for Free Enterprise and is Chairman of the Department of Marketing. He received his Ph.D., M.S.,

and B.S. from Purdue University. His major area of study is consumer psychology and his research interests include consumer information processing and decision making, customer relationship management and new product development, and advertising information processing (including miscomprehension, humor, and brand personality). Dr. Hoyer has published more than 100 articles in academic journals, such as the Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, Journal of the Academy of Marketing Science, Journal of Retailing, and other marketing and psychology forums. His 1998 article on assortment perceptions (with Susan Broniarczyk and Leigh McAlister) won the 2003 O'Dell Award from the American Marketing Association. He has also been the Montezemolo Visiting Research Fellow in the Judge School of Business and is a Visiting Fellow of Sidney Sussex College at the University of Cambridge (UK). Dr. Hoyer has taught internationally at the University of Cambridge (UK), University of Mannheim, the University of Muenster, and the Otto Beisheim School of Management (Germany), the University of Bern (Switzerland), and Thammasat University (Bangkok, Thailand).

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