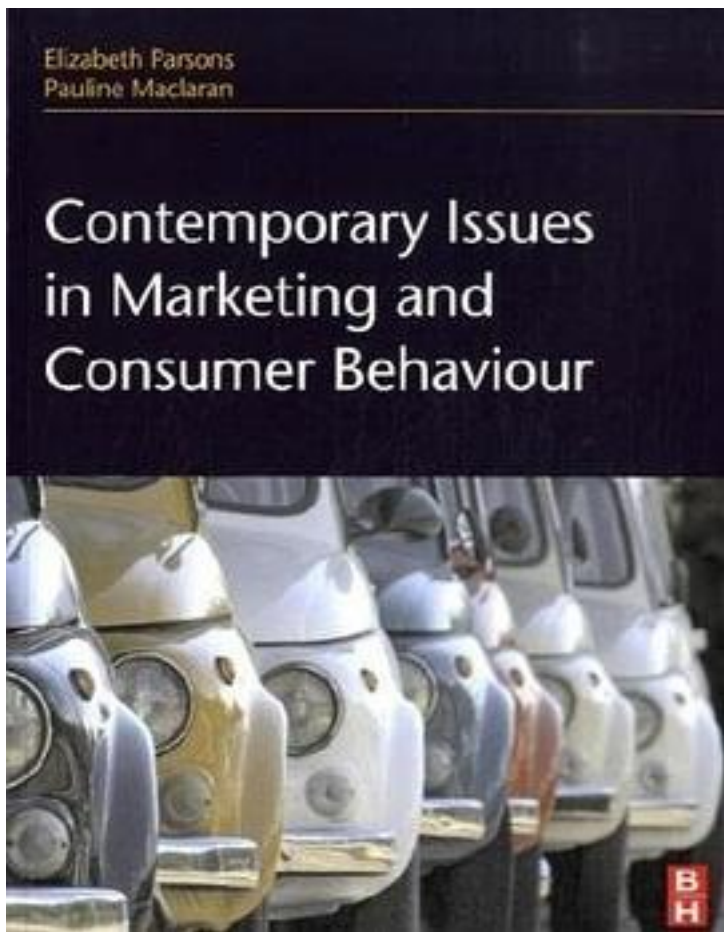


# Contemporary Issues in Marketing and Consumer Behaviour



[Contemporary Issues in Marketing and Consumer Behaviour\\_ 下载链接1](#)

著者:Elizabeth Parsons

出版者:Butterworth-Heinemann

出版时间:2009-04-29

装帧:Paperback

isbn:9780750687393

An exciting new book that covers all the latest buzzwords within marketing and consumer behavior: building brand cultures; gender; ethics; sustainable marketing; the

green and the global consumer among many more.

Importantly, Contemporary Issues in Marketing and Consumer Behaviour makes clear links between theory and practice in marketing. It also locates the recent development of both marketing ideas and applications within the wider global, social and economic contexts.

Written by a team of experts in the field, this title fills a gap in a growing market interested in these contemporary issues. It provides a complete off-the-shelf teaching package for Masters, MBA and advanced undergraduate modules in marketing and consumer behavior and a useful resource for dissertation study at both undergraduate and postgraduate levels.

\* Unique: only book designed as a complete resource for contemporary issues in marketing courses to keep you up to date

\* Course mapped: specially structured for a 10-12 week module; reviews recent scholarship theory and links theory to practice using case studies to help you pass your exams!

\* Pedagogical features: reading lists of key writers, case studies, web links, discussion questions and seminar activities guide you through the text

作者介绍:

目录:

[Contemporary Issues in Marketing and Consumer Behaviour\\_下载链接1](#)

标签

评论

-----  
[Contemporary Issues in Marketing and Consumer Behaviour\\_下载链接1](#)

-----  
[Contemporary Issues in Marketing and Consumer Behaviour\\_ 下载链接1](#)