

Consumer Behaviour



[Consumer Behaviour_ 下载链接1](#)

著者:East, Robert/ Wright, Malcolm/ Vanhuele, Marc

出版者:

出版时间:2008-5

装帧:

isbn:9781412934305

'A wonderful (and very unusual) balance between areas of marketing that are often at odds with each other (or, worse yet, unaware of each other)! I recommend it to any student, researcher, or manager in marketing' - Peter Fader, Frances and Pei-Yuan Chia Professor; and Professor of Marketing, Wharton School, University of Pennsylvania. 'Exceptional for the amount of relevant research that is presented and explained. Students who have read and understood this text are likely to be much more of use to industry' - Fergus Hampton, Managing Director, Millward Brown Precise. Written in a focused and accessible form by respected marketing academics, "Consumer Behaviour" helps readers to develop analytical and evidence-based thinking in marketing and avoid more formulaic approaches that lack the support of research. With a strong focus on the use of research, this book will really appeal to the specific needs of higher-level students. The book covers important material that is often missing in consumer behaviour texts. For example, whole chapters are devoted to brand loyalty, brand equity, biases in decision-making, word of mouth, the response to price and the effect of advertising. Shorter reviews cover evidence on topics such as loyalty programmes, the response to delay and retail atmospherics. Chapters are quite short and divided into sections. Each chapter contains exercises designed to draw out key ideas and consolidate understanding, and there are suggestions for further

reading. A website to support the book has an Instructor's Manual that offers PowerPoint slides, discussion of exercises, computer programs, a suggested Masters-level course, and a Word file of references to assist students writing assignments.

作者介绍:

目录:

[Consumer Behaviour_下载链接1](#)

标签

评论

[Consumer Behaviour_下载链接1](#)

书评

[Consumer Behaviour_下载链接1](#)