

Critical Thinking in Consumer Behavior



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This concise paperback includes thirty-five cases and activities, each reviewed by a respected practitioner in the field, focusing specifically on consumer behavior concepts and illustrating how they're applied in the real world.

The Importance of Customer Centricity; Customer Perception; Customer Learning and Memory; Customer Motivation and Personality; Segmenting, Targeting, and Positioning; Reference Group Influence and Diffusion of Innovation; Customer Attitudes; Marketing Communication and Attitude Change; Customer Decision Making; Qualitative and Interpretive Consumer Research; Cultural and Subcultural Influences

Critical Thinking in Consumer Behavior: Cases and Experiential Exercises can be used as a standalone text or as a supplement to a consumer behavior textbook.

作者介绍:

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