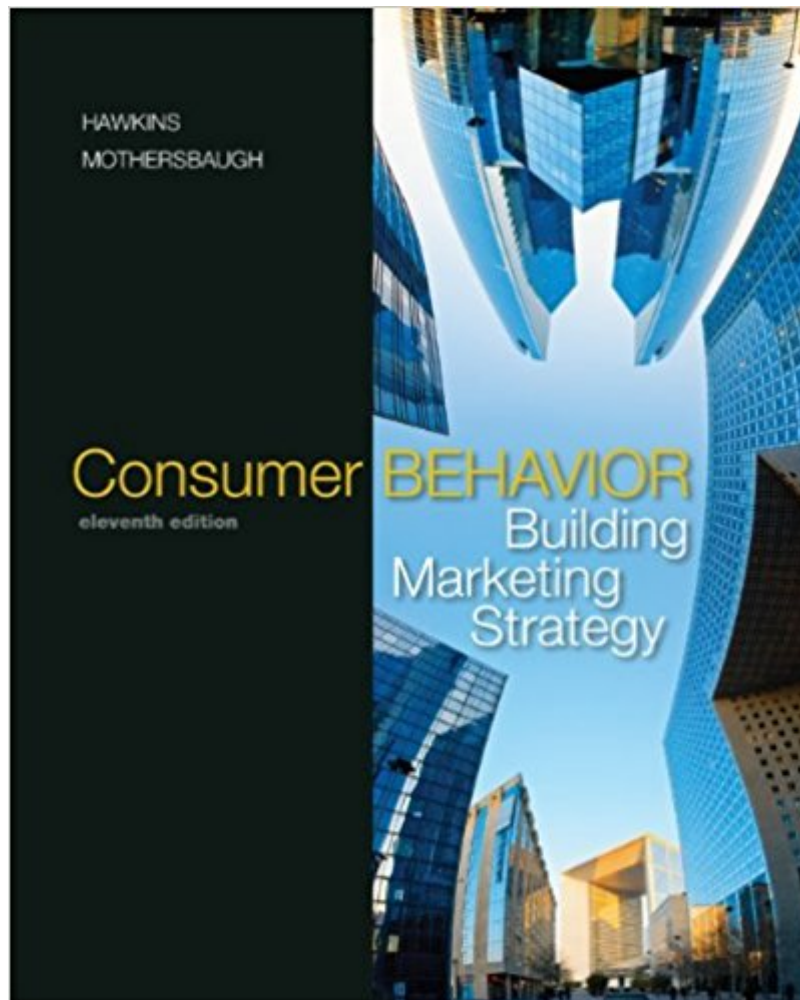




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Consumer Behavior: Building Marketing Strategy



Synopsis

This book is a strategic look at consumer behavior in order to guide successful marketing activities. The Wheel of Consumer Analysis is the organizing factor in the book. The four major parts of the wheel are consumer affect and cognition, consumer behavior, consumer environment, and marketing strategy. Each of these components is the topic of one of the four major sections in the book. --This text refers to an out of print or unavailable edition of this title.

Book Information

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Customer Reviews

I long since acquired my PhD in sociology, but have been sitting in on a marketing class at the university where I work. This is the required text. Its painfully yawn-inducing writing style along with a mediocre-at-best book design has prompted me to return my rental. It is actually psychically painful for me to sit down and read a chapter. The text meanders, has no narrative thread, and the typographic and layout design is poor. And to think students are expected to cough up more than \$100 for this insomnia cure. Surely, with all the creative minds in the marketing community, someone could write an appealing book that could be used as a textbook. I'm now in search of something with both substance and style. This is NOT it.

Overpriced text book as they all are

Book is in good condition

Didn't need it. Ended up dropping the course.

Great price & solid book!

Just as described

Purchased for school. Saved money.

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