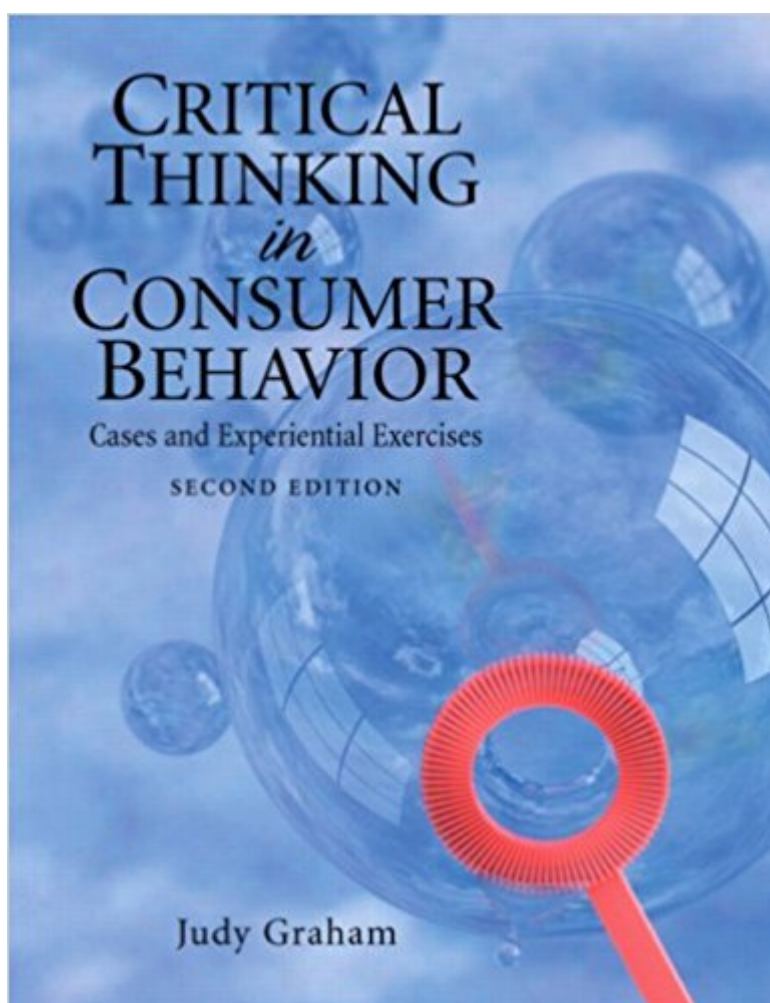




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Critical Thinking In Consumer Behavior: Cases And Experiential Exercises (2nd Edition)



Synopsis

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.

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consumer behavior textbook.

This is an excellent resource for my class in Purchasing Behavior. The exercises are beneficial to the concept behind the reasoning for why consumers shop the way that they do. All are applicable to modern society and provide excellent examples.

I really liked this textbook because it's very short, and to the point. It outlines basic concepts of consumer behavior and though some of the chapters can have a lengthy explanation, most are pretty short. I took a consumer behavior class with this book, and I think it's good for teachers, because it is so easy for students to understand without a bunch of lengthy lectures.

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