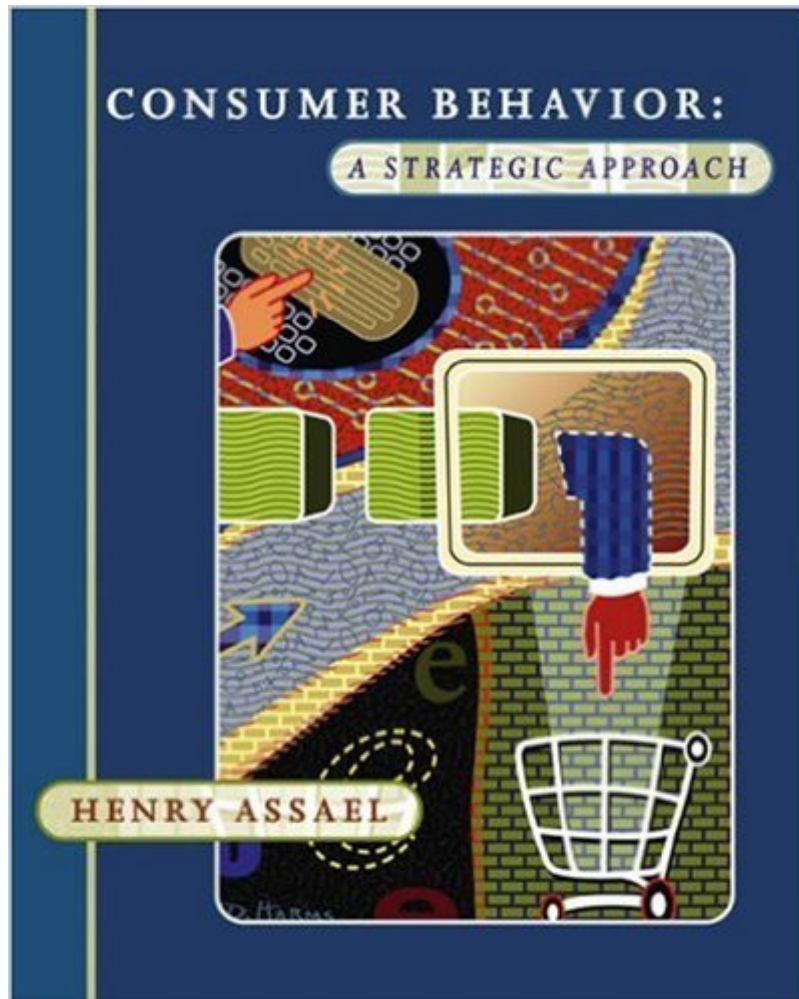


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Consumer Behavior: A Strategic Approach



Synopsis

Tailored for upper-level undergraduate and MBA students, Assael's Consumer Behavior applies behavioral concepts to market strategy (domestic and international) with special emphasis on web-related issues and applications. Assael presents the content from a managerial perspective, focusing on decision making as the framework for understanding consumer behavior. The text also features a unique, three-chapter Marketing Action section, covering marketing communications, marketing segmentation and micromarketing, as well as consumer rights and social responsibility.

Book Information

Hardcover: 656 pages

Publisher: Cengage Learning; 1 edition (July 28, 2003)

Language: English

ISBN-10: 0618222154

ISBN-13: 978-0618222155

Product Dimensions: 10 x 8.3 x 1 inches

Shipping Weight: 3.1 pounds

Average Customer Review: 4.5 out of 5 stars Â Â See all reviews Â (2 customer reviews)

Best Sellers Rank: #316,702 in Books (See Top 100 in Books) #267 in Â Books > Business & Money > Marketing & Sales > Marketing > Research #347 in Â Books > Business & Money > Marketing & Sales > Consumer Behavior #362 in Â Books > Textbooks > Business & Finance > Marketing

Customer Reviews

This is a comprehensive buyer behavior text book. I'm an MBA- marketing major. A must have for anyone going into marketing.

I used this book in a doctoral class and appreciated the information that it provided. The format of the book is user-friendly and it triggered my searches for additional data.

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