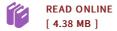


Psychological Foundations of Marketing: The Keys to Consumer Behavior (Paperback)

By Allan J. Kimmel

Taylor Francis Ltd, United Kingdom, 2018. Paperback. Condition: New. 2nd New edition. Language: English . Brand New Book. This is the only textbook to provide an applied, critical introduction to the role of psychology in marketing, branding and consumer behavior. Ideally suited for both students and professionals, the new edition is a complete primer on how psychology informs and explains marketing strategies, and how consumers respond to them. The book provides comprehensive coverage of: Motivation: the human needs at the root of many consumer behaviors and marketing decisions. Perception: the nature of perceptual selection, attention, and organization and how they relate to the evolving marketing landscape. Decision making: how and under what circumstances it is possible to predict consumer choices, attitudes, and persuasion. Personality and lifestyle: how insight into consumer personality can be used to formulate marketing plans. Social behavior: the powerful role of social influence on consumption. Now featuring case studies throughout to highlight how psychological research can be applied in the marketplace, and insightful analysis of the role of digital media and new technologies, this award-winning textbook is required reading for anyone interested in this fascinating and evolving subject.



Reviews

Totally one of the best pdf We have possibly study. Yes, it really is perform, continue to an interesting and amazing literature. I am happy to let you know that this is the very best ebook i actually have go through in my personal life and can be he best pdf for possibly. -- Korbin Hammes

This pdf is worth buying. It is actually writter in basic words and not confusing. Its been printed in an remarkably basic way in fact it is merely following i finished reading this publication through which really altered me, affect the way i really believe. -- Dr. Linwood Lehner IV

Other Books

The new era Chihpen woman required reading books: Chihpen woman Liu Jieli financial surgery(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2012-05-01 Pages: 247 Publisher: Jilin Publishing Group title: new era Chihpen woman must-read books: Zhiben the woman financial...

_	

My Name is Rachel Corrie (2nd Revised edition)

Nick Hern Books. Paperback. Book Condition: new. BRAND NEW, My Name is Rachel Corrie (2nd Revised edition), Rachel Corrie, Alan Rickman, Katherine Viner, Why did a 23-year-old woman leave her comfortable American life to stand between a bulldozer and a Palestinian home?...

Children s Educational Book: Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius. Age 7 8 9 10 Year-Olds. [Us English]

Createspace, United States, 2013. Paperback. Book Condition: New. 254 x 178 mm. Language: English . Brand New Book ***** Print on Demand *****. ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to expand and inspire young minds; this is...

		_

The Trouble with Trucks: First Reading Book for 3 to 5 Year Olds

Anness Publishing. Paperback. Book Condition: new. BRAND NEW, The Trouble with Trucks: First Reading Book for 3 to 5 Year Olds, Nicola Baxter, Geoff Ball, This is a super-size first reading book for 3-5 year olds, with an engaging story, colourful pictures...

_	
_	

Environments for Outdoor Play: A Practical Guide to Making Space for Children (New edition)

SAGE Publications Ltd. Paperback. Book Condition: new. BRAND NEW, Environments for Outdoor Play: A Practical Guide to Making Space for Children (New edition), Theresa Casey, 'Theresa's book is full of lots of inspiring, practical, 'how to go about it ideas' coupled with...

_

Children s Educational Book Junior Leonardo Da Vinci : An Introduction to the Art, Science and Inventions of This Great Genius Age 7 8 9 10 Year-Olds. [British English]

Createspace, United States, 2013. Paperback. Book Condition: New. 248 x 170 mm. Language: English . Brand New Book ***** Print on Demand *****. ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to expand and inspire young minds; this is...