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Autor: Schiffman Leon/ Kanuk Lazar

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Sinopsis

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With a strong empirical and market segmentation approach, this book focuses on how the Internet has changed the way people obtain information about potential purchases, giving readers the most up-to-date material on how technology is changing their lives as consumers. The Thirty-two mini-cases help readers learn by applying the theory, drawing on current business news to demonstrate specific consumer behavior concepts.

This edition now includes thirty-two Active Learning mini-cases. A clear consumer decision making model is set out in each chapter to facilitate learning-presented in the first chapter, this model serves as a structural framework for the concepts-the building blocks-examined in the following chapters. The book's final chapter ties all of these concepts together so readers see the interrelationships and relevance of individual concepts to consumer decision-making.

For those studying consumer behavior and/or marketing.