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Active field researchers and award-winning teachers Hoyer and MacInnis provide students with an accessible and topical introduction to consumer behavior. A broad conceptual model helps students see how all chapter topics tie together, and real-world examples reinforce each concept and theoretical principle under review. The text also focuses on the implications of consumer behavior research for marketers. Updated to reflect the most recent research and examples, the Fourth Edition features streamlined content and organization--from 21 to 20 chapters--as well as a new interior design and new photos and advertisements. In addition, several pedagogical features make the material accessible and meaningful to marketing students: chapter-opening cases show the anecdotal application of concepts, while end-of-chapter questions and exercises require students to investigate consumer behavior issues and analyze advertisements and marketing strategies. A range of technology resources supports instructors and students throughout the term.