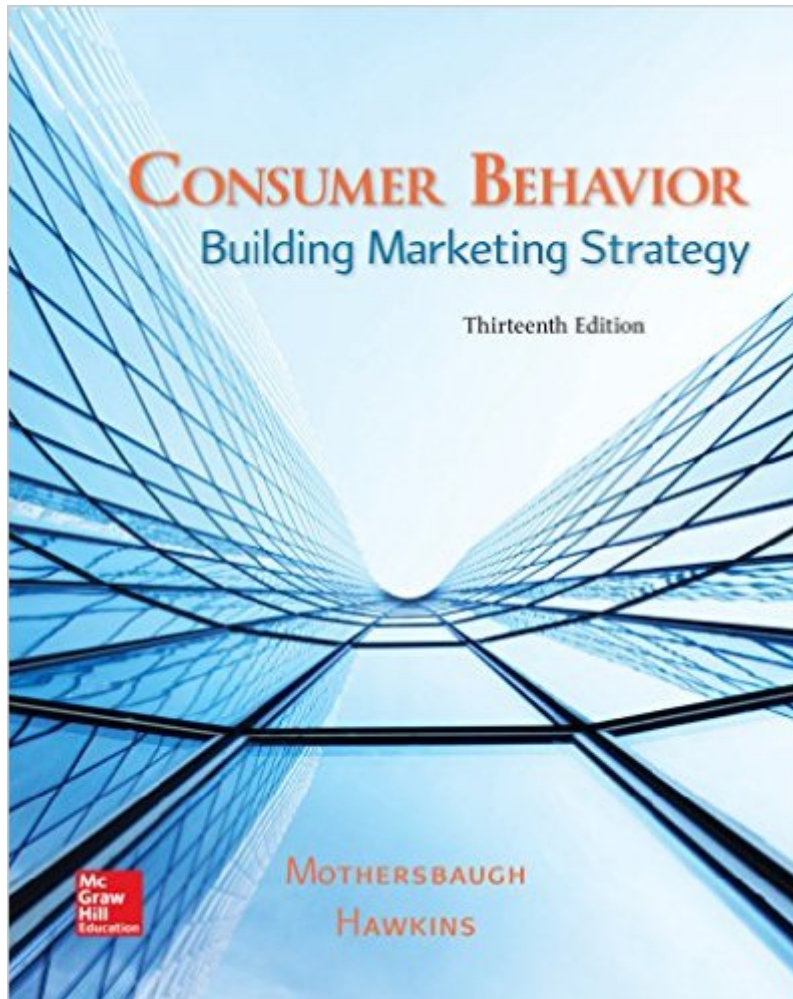


The book was found

# Consumer Behavior: Building Marketing Strategy



## Synopsis

Consumer Behavior: Building Marketing Strategy builds on theory to provide students with a usable, strategic understanding of consumer behavior that acknowledges recent changes in internal and external influences, global marketing environments, and the discipline overall. Updated with strategy-based examples from an author team with a deep understanding of each principle's business applications, current and classic examples of both text and visual advertisements throughout the text will serve to engage students and bring the material to life. The 13th edition of Mothersbaugh/Hawkins is tech-forward in both format and content, featuring the addition of Connect's robust digital suite, including SmartBook and other assignable interactives to help students learn, apply, and expand upon core marketing concepts and make assignment management and outcomes-based reporting easy.

## Book Information

Hardcover: 816 pages

Publisher: McGraw-Hill Education; 13 edition (September 1, 2015)

Language: English

ISBN-10: 1259232549

ISBN-13: 978-1259232541

Product Dimensions: 8.2 x 1.5 x 10.3 inches

Shipping Weight: 3.2 pounds

Average Customer Review: 5.0 out of 5 stars [See all reviews](#) (1 customer review)

Best Sellers Rank: #76,984 in Books (See Top 100 in Books) #69 in [Books > Business & Money > Marketing & Sales > Marketing > Research](#) #103 in [Books > Textbooks > Business & Finance > Marketing](#) #21605 in [Books > Reference](#)

## Customer Reviews

Book came in very quickly, and was exactly what I needed. Thanks!

[Download to continue reading...](#)

Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) Consumer Behavior: Building Marketing Strategy, 12th Edition Consumer Behavior: Building Marketing Strategy Kelley Blue Book Consumer Guide Used Car Edition: Consumer Edition July - September 2016 (Kelley Blue Book Used Car Guide Consumer Edition) Digital Marketing

Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Consumer Behavior and Culture: Consequences for Global Marketing and Advertising Social Media Strategy: Marketing and Advertising in the Consumer Revolution Consumer-Centric Category Management : How to Increase Profits by Managing Categories based on Consumer Needs Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) Network Marketing : How To Recruit Prospect Step By Step From Newbies To Professional in network marketing: network marketing, multiple marketing, MLM, ... Step from Newbies to Professional Book 5) FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business Marketing, Social Media Marketing) Consumer Behavior (11th Edition) Consumer Behavior (10th Edition) Consumer Behavior

[Dmca](#)