

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

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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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