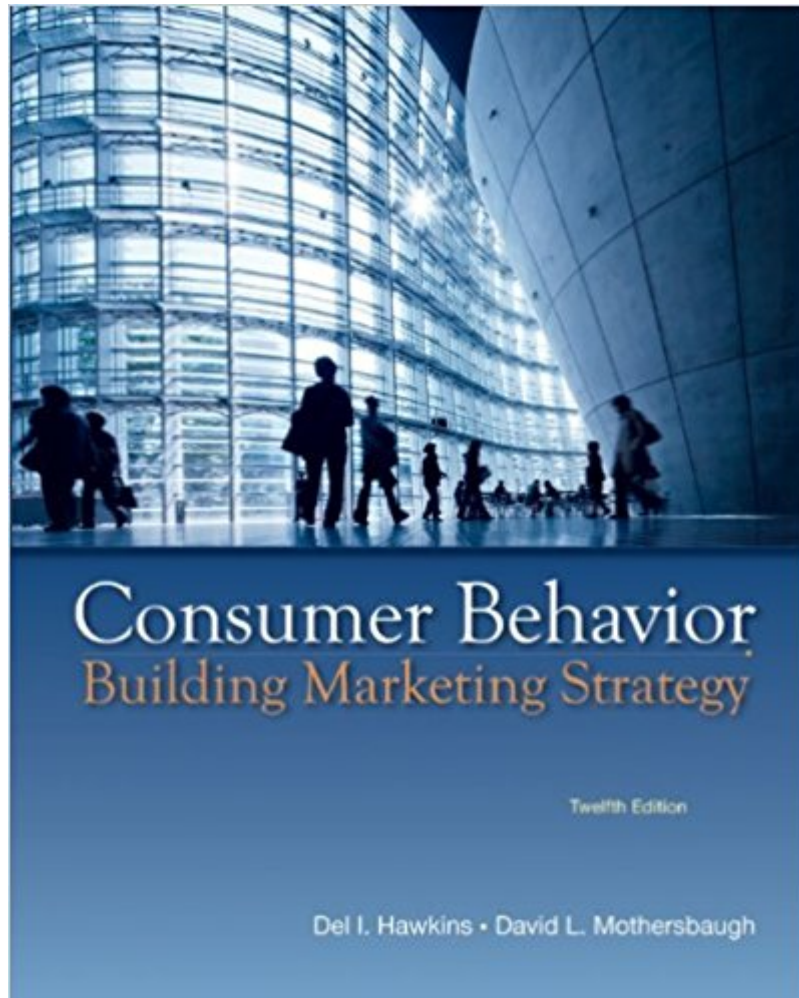




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Consumer Behavior: Building Marketing Strategy, 12th Edition



Synopsis

Consumer Behavior: Building Marketing Strategy provides students with a usable, strategic understanding of consumer behavior. The authors believe that knowledge of the factors that influence consumer behavior can, with practice, be used to develop sound marketing strategy. As a consequence, the text integrates theory, strategy-based examples, and application.

Book Information

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Customer Reviews

Del I. Hawkins BBA, MBA, PhD Del is C. H. Lundquist Professor of Marketing and Chair of the Marketing Department at the University of Oregon. He has served as Director of the MBA Program, Director of the Lundquist Center for Entrepreneurship, Director of the Oregon Executive MBA Program, Interim Director of the Museum of Art, and Associate and Acting Dean of the Lundquist College of Business at the University of Oregon. He has also taught at Southern Illinois University, Xiantan University (PRC), the Netherlands School of Business, in Boston University's Overseas Program, Xiamen University (PRC), and the Institute for International Studies and Training in Japan. Del has written a number of business cases and numerous journal articles as well as three widely used college textbooks.

I give it 5 stars because the book is easy to read and understand, which is important for any student. However, like all textbooks there's a lot of blah, blah, blah (unneeded information). What we students need is for authors to get to the point quickly! Thus, I think textbooks would be better if

all information on a topic was presented right away, instead of expanded upon later in the chapter or worse later in another chapter. Moreover, the price for the book is greedily too high, even the rental price was ridiculously high! Rentals periods should be shorter to make the rental price cheaper!!!! I only purchased the book because I had to, no one I know nor any library had a copy where I could borrow it.

I am a marketing major so this book has all of the concepts that I need to understand. It definitely goes into depth about consumer behavior and gives great examples. I got the book in great condition. However, the data disk is a bit confusing.

Good book on consumer behavior. Bought it for graduate school.

Comprehensive and logical.

Book had a lot of useful information that helped me pass my class

Bought for school

This book was full of relevant information and was not too text-heavy. There are very well constructed visuals paired with the text to create an excellent learning experience. I would rent this book again, as the quality was very good.

Great text book.

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