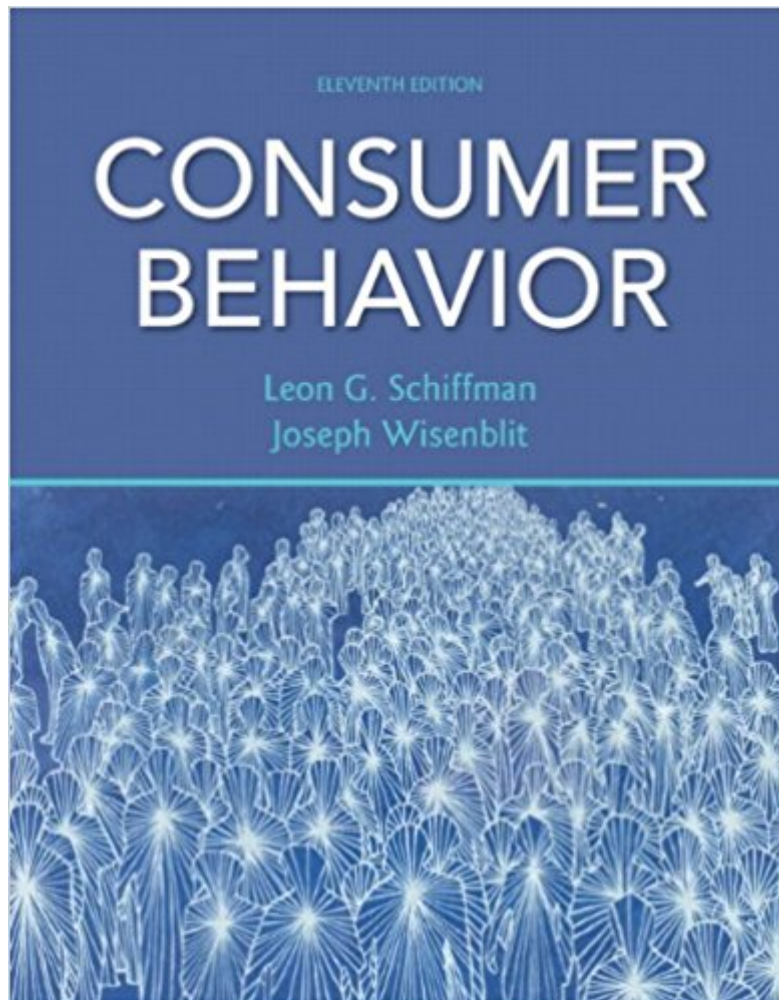


The book was found

Consumer Behavior (11th Edition)



Synopsis

For undergraduate and graduate consumer behavior courses. Â The text that set the standard for consumer behavior study. Â Consumer Behavior explores how the examination and application of consumer behavior is central to the planning, development, and implementation of marketing strategies. Â This program will provide a better teaching and learning experienceâfor you and your students. Hereâs how:

- Improve Results with MyMarketingLab: MyMarketingLab delivers proven results in helping students succeed and provides engaging experiences that personalize learning.
- Bring Concepts to Life with Cases: End-of-chapter cases show students the real-life application of the concepts just covered so that they can see how real companies use consumer behavior to create marketing strategies,
- Global Coverage Focus: Discussions and examples appear throughout the text demonstrating the importance of cultural differences in both domestic and multinational marketing.
- Keep Your Course Current and Relevant: New examples, exercises, and research findings appear throughout the text.

Â Note: You are purchasing a standalone product; MyMarketingLab does not come packaged with this content. If you would like to purchase both the physical text and MyMarketingLab search for ISBN-10: 0133131033/ISBN-13: 9780133131031. That package includes ISBN-10: 0132544369/ISBN-13: 9780132544368 and ISBN-10: 0132552000/ISBN-13: 9780132552004. Â MyMarketingLab is not a self-paced technology and should only be purchased when required by an instructor. Â

Book Information

Hardcover: 528 pages

Publisher: Pearson; 11 edition (February 6, 2014)

Language: English

ISBN-10: 0132544369

ISBN-13: 978-0132544368

Product Dimensions: 8.7 x 1 x 10.9 inches

Shipping Weight: 2.8 pounds (View shipping rates and policies)

Average Customer Review: 3.8 out of 5 starsÂ Â See all reviewsÂ (13 customer reviews)

Best Sellers Rank: #40,456 in Books (See Top 100 in Books) #33 inÂ Books > Business & Money > Marketing & Sales > Marketing > Research #63 inÂ Books > Business & Money > Marketing & Sales > Customer Service #71 inÂ Books > Textbooks > Business & Finance > Marketing

Customer Reviews

This product would have been better if it continued to offer the book for the kindle rental. Students

don't need it all year long and it a waste of money to do so. I feel like they are just money hungry.

Text book is in excellent shape and the material is excellent as well.

Book is not insightful and seems to be more of a money pit than something informative.

Excellent condition. Just as I expected. I am teaching from this book nowadays.

A very good book with a focus on advertising.

not great book but needed it for school.

Very easy read and taught me a lot.

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

Kelley Blue Book Consumer Guide Used Car Edition: Consumer Edition July - September 2016
(Kelley Blue Book Used Car Guide Consumer Edition) Consumer Behavior (11th Edition) Consumer Behavior: Buying, Having, and Being (11th Edition) Consumer-Centric Category Management : How to Increase Profits by Managing Categories based on Consumer Needs Consumer Behavior: Building Marketing Strategy, 12th Edition Consumer Behavior (10th Edition) Consumer Behavior: Buying, Having, and Being (12th Edition) Consumer Behavior in Fashion (2nd Edition) Consumer Behavior and Culture: Consequences for Global Marketing and Advertising Consumer Behavior Consumer Behavior: Building Marketing Strategy Consumer Behavior: Buying, Having, and Being Consumer Behavior: A Strategic Approach Data-ism: The Revolution Transforming Decision Making, Consumer Behavior, and Almost Everything Else Crucial Accountability: Tools for Resolving Violated Expectations, Broken Commitments, and Bad Behavior, Second Edition: Tools for Resolving Violated Expectations, ... and Bad Behavior, Second Edition AUDIO Understanding Human Behavior: A Guide for Health Care Providers (Communication and Human Behavior for Health Science) Fashion: From Concept to Consumer (9th Edition) The Lord of the Rings (BBC Dramatization, Consumer Edition) The Hole: Consumer Culture, Volume 1 Administering SAP R/3: The Production and Planning Module (Que-Consumer-Other)

[Dmca](#)