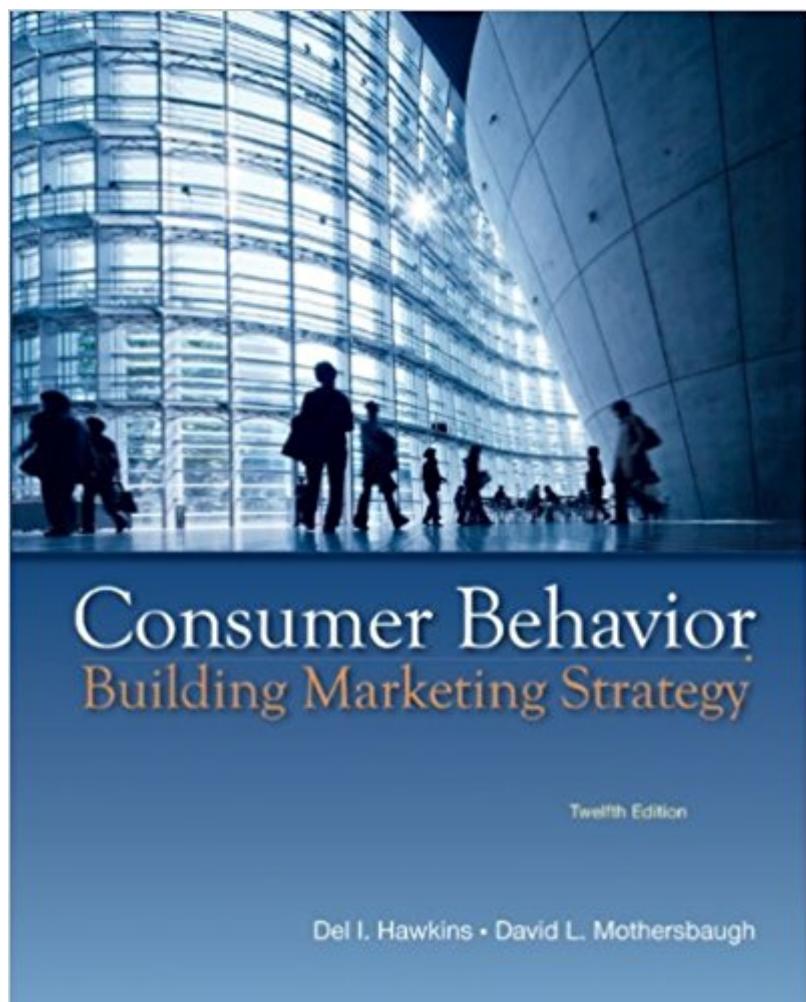


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# Consumer Behavior: Building Marketing Strategy, 12th Edition



## **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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Average Customer Review: 4.2 out of 5 stars See all reviews (33 customer reviews)

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## **Customer Reviews**

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.

This book was not what I expected when I was thinking to learn about the behavior that a consumer feels and uses. I was expecting a logical, creative-type text that would at least teach oneself about the styles and techniques modern marketers use to gather information about and produce results for the marketing firms of today. I am very disappointed. Additionally, the small things that are a norm in every textbook, such as chapter numbers, a glossary, and an index that is coercive, are not found in this text. I would not suggest any other professors purchase this for their classes.

This textbook was the best textbook that I have ever read. When I took consumer behavior in college, we used this textbook and it was amazing. The information was relevant and applicable to real world situations. I would recommend this book to anyone looking to better understand

consumers and why they act the way that they do. The text uses real marketing advertisements as illustrations for key points made by the authors. This book is worth its weight in gold.

This book has good information and does not get bogged down in unnecessary details. International edition is the same as domestic.

... It's a textbook, not much to say, from a student stand point. It is the same as the hardback US version that is almost \$200. So if available, get the paperback international version!

I would love to give this a higher rating however it isn't "lightly highlighted". Best part is whoever highlighted it didn't highlight key words, but chose to highlight entire paragraphs around the key words. This is a nightmare for my ADHD!

THIS IS A BOOK THAT IS EASY TO READ FOR SCHOOL. iT'S UNDERSTANDABLE AND CLEAR. IF SUGGESTED FROM SOMEONE WHO WISHES TO PURCHASE IT, THUMBS UP.

Interesting book full of useful information, ( one of the few textbooks i have ever read all the way through).

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