

图书基本信息

书名：<<Consumer Behaviour消费者行为>>

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内容概要

Consumer Behaviour is an exciting, new European text written in student friendly language and designed specifically around how students learn. Using their considerably experience, Martin Evans, Ahmad Jamal and Gordon Foxall present a concise exploration of the key aspects of the Consumer Behaviour in a lively but rigorous manner. They also include topical issues, such as Consumer Misbehaviour, and the growing trend within marketing to attempt to understand consumers through an ever-expanding range of personalised transactional and profile data.

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Article: Piacentini, Mand Mailer, G(2004) Symbolic Consumption in Teenagers Clothing Choice, Journal of Consumer Behaviour 3(3), 231-264

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Article: Fitchett, JA and Smith, A(2002), Consumer Behaviour in an Unregulated Market: The Satisfactions and Dissatisfactions of Illicit Drug Consumption, Journal of Consumer Behaviour 1(4), 355-368

Article: Woodside, A.G(2004), Advancing Means-End Chains by Incorporating Heider's Balance Theory and Fournier's Consumer Brand Relationship Typology, Psychology and Marketing 21(4), 279-294

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