

# Consumer Behavior: a Managerial Viewpoint

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# Consumer Behavior A Managerial Viewpoint

**Brian Sternthal, C. Samuel Craig**



## **Consumer Behavior A Managerial Viewpoint:**

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**Consumer Behavior, an Information Processing Perspective** Brian Sternthal, C. Samuel Craig, 1982

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**Cases in Consumer Behavior** Stewart DeBruicker, John A. Quelch, Scott Ward, 1986

**Consumer Behavior and the Practice of Marketing** Kenneth E. Runyon, 1980

**AMA Winter Educators' Conference**, 1988

**Advertising and Promotion Management** John R. Rossiter, Larry Percy, 1987

*Consumer Behavior* Henry Assael, 2004 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

**Marquette Business Review**, 1976

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## Whispering the Techniques of Language: An Emotional Quest through **Consumer Behavior A Managerial Viewpoint**

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