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Consumer behavior : building marketing strategy. [Del I Hawkins; David L Mothersbaugh;] -- The four major parts of the wheel of consumer analysis are consumer affect and cognition, consumer behavior, consumer environment, and marketing strategy. This book looks at consumer behavior in

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How marketers can adapt and improve their marketing campaigns and marketing strategies to more effectively reach the consumer. Consumer behavior involves the study of how people--either individually or in groups--acquire, use, experience, discard, and make decisions about goods, services, or even lifestyle practices such as socially responsible and healthy eating.

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Consumer Behavior: Building Marketing Strategy, 13th Edition by David Mothersbaugh and Delbert Hawkins (9781259232541) Preview the textbook, purchase or get a FREE instructor-only desk copy.

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