

McGraw-Hill Education, 2015. - 816 p. - ISBN: 1259232549. Consumer Behavior: Building Marketing Strategy provides students with a usable, strategic understanding of consumer behavior. Many current and classic marketing examples both in-text and advertisements bring the material to life. The authors build on theory to help students understand the business application of the principles being discussed while integrating strategy-based examples, and application. This edition is tech-forward in both format and content while acknowledging current changes in consumer behavior and the