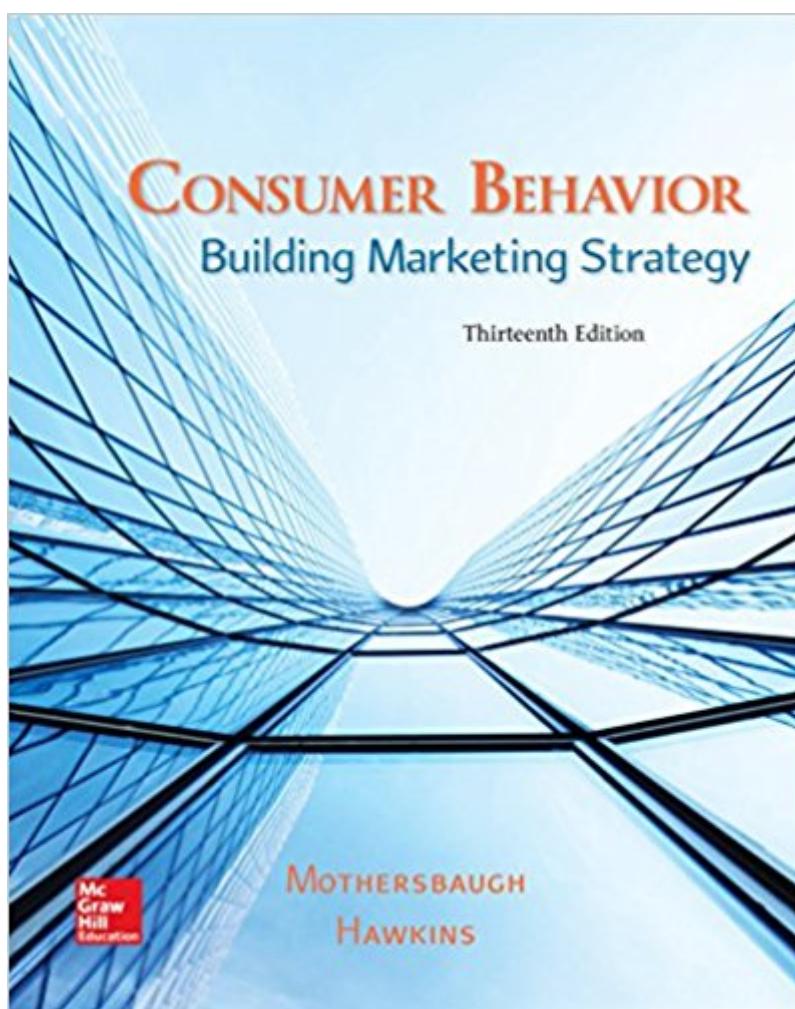


The book was found

Consumer Behavior: Building Marketing Strategy (Irwin Marketing)



Synopsis

Consumer Behavior: Building Marketing Strategy builds on theory to provide students with a usable, strategic understanding of consumer behavior that acknowledges recent changes in internal and external influences, global marketing environments, and the discipline overall. Updated with strategy-based examples from an author team with a deep understanding of each principle's business applications, current and classic examples of both text and visual advertisements throughout the text will serve to engage students and bring the material to life. The 13th edition of Mothersbaugh/Hawkins is tech-forward in both format and content, featuring the addition of Connect's robust digital suite, including SmartBook and other assignable interactives to help students learn, apply, and expand upon core marketing concepts and make assignment management and outcomes-based reporting easy.

Book Information

Series: Irwin Marketing

Hardcover: 816 pages

Publisher: McGraw-Hill Education; 13 edition (September 1, 2015)

Language: English

ISBN-10: 1259232549

ISBN-13: 978-1259232541

Product Dimensions: 8.2 x 1.5 x 10.3 inches

Shipping Weight: 3.2 pounds (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars 50 customer reviews

Best Sellers Rank: #8,259 in Books (See Top 100 in Books) #9 in Books > Business & Money > Marketing & Sales > Marketing > Research #35 in Books > Textbooks > Business & Finance > Marketing

Customer Reviews

Del I. Hawkins BBA, MBA, PhD Del is C. H. Lundquist Professor of Marketing and Chair of the Marketing Department at the University of Oregon. He has served as Director of the MBA Program, Director of the Lundquist Center for Entrepreneurship, Director of the Oregon Executive MBA Program, Interim Director of the Museum of Art, and Associate and Acting Dean of the Lundquist College of Business at the University of Oregon. He has also taught at Southern Illinois University, Xiantan University (PRC), the Netherlands School of Business, in Boston University's Overseas Program, Xiamen University (PRC), and the Institute for International Studies and

Training in Japan. Del has written a number of business cases and numerous journal articles as well as three widely used college textbooks.

I give it 5 stars because the book is easy to read and understand, which is important for any student. However, like all textbooks there's a lot of blah, blah, blah (unneeded information). What we students need is for authors to get to the point quickly! Thus, I think textbooks would be better if all information on a topic was presented right away, instead of expanded upon later in the chapter or worse later in another chapter. Moreover, the price for the book is greedily too high, even the rental price was ridiculously high! Rentals periods should be shorter to make the rental price cheaper!!!! I only purchased the book because I had to, no one I know nor any library had a copy where I could borrow it.

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.

Good book on consumer behavior. Bought it for graduate school.

Comprehensive and logical.

Book had a lot of useful information that helped me pass my class

Bought for school

This book was full of relevant information and was not too text-heavy. There are very well constructed visuals paired with the text to create an excellent learning experience. I would rent this book again, as the quality was very good.

Great text book.

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