



Consumer Behavior: Building Marketing Strategy, 11th Edition (International Edition)

By Delbert Hawkins, David Mothersbaugh

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This book is a strategic look at consumer behavior in order to guide successful marketing activities. The Wheel of Consumer Analysis is the organizing factor in the book. The four major parts of the wheel are consumer affect and cognition, consumer behavior, consumer environment, and marketing strategy. Each of these components is the topic of one of the four major sections in the book.

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Consumer Behavior: Building Marketing Strategy, 11th Edition (International Edition) By Delbert Hawkins, David Mothersbaugh Bibliography

- Sales Rank: #229781 in Books
- Published on: 2010-04-01
- Format: International Edition
- Original language: English
- Number of items: 1
- Dimensions: 8.98" h x 1.06" w x 7.99" l, .0 pounds
- Binding: Paperback
- 778 pages

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Editorial Review

About the Author

Del is C. H. Lundquist Professor of Marketing and Chair of the Marketing Department at the University of Oregon

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