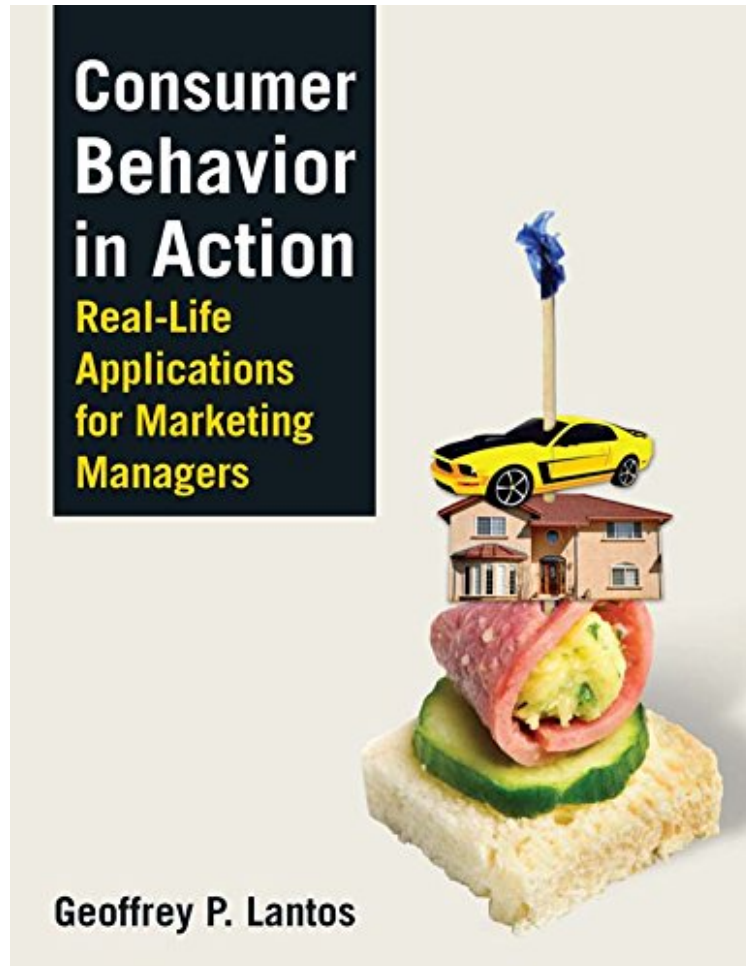


# Consumer Behavior in Action: Real-life Applications for Marketing Managers

*Geoffrey Paul Lantos*

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Consumer Behavior in Action is a down-to-earth, highly engaging, and thorough introduction to consumer behavior. It goes further than other consumer behavior textbooks to generate student interest and activity through extensive use of in-class and written applications exercises. Each chapter presents several exercises, in self-contained units, each with its own applications. Learning objectives, background, and context are provided in an easy-to-digest format with liberal use of lists and bullet points. Also included in each chapter are a key concepts list, review questions, and a solid summary to help initiate further student research. The author's practical focus and clear, conversational writing

style, combined with an active-learning approach, make this textbook the student-friendly choice for courses on consumer behavior.

About the Author Geoffrey P. Lantos is a Professor of Business Administration at Stonehill College in Massachusetts, where he has taught various undergraduate courses in marketing since 1986, including Consumer Behavior, Advertising Management, Marketing Research, New Product Management, and Marketing Principles. He has published journal articles, professional manuals, conference papers, book chapters, case studies, book reviews, and instructional materials in the areas of CB, marketing education, marketing ethics, corporate social responsibility, and advertising. Dr. Lantos serves as Book Editor for the Journal of Consumer Marketing and the Journal of Product and Brand Management.