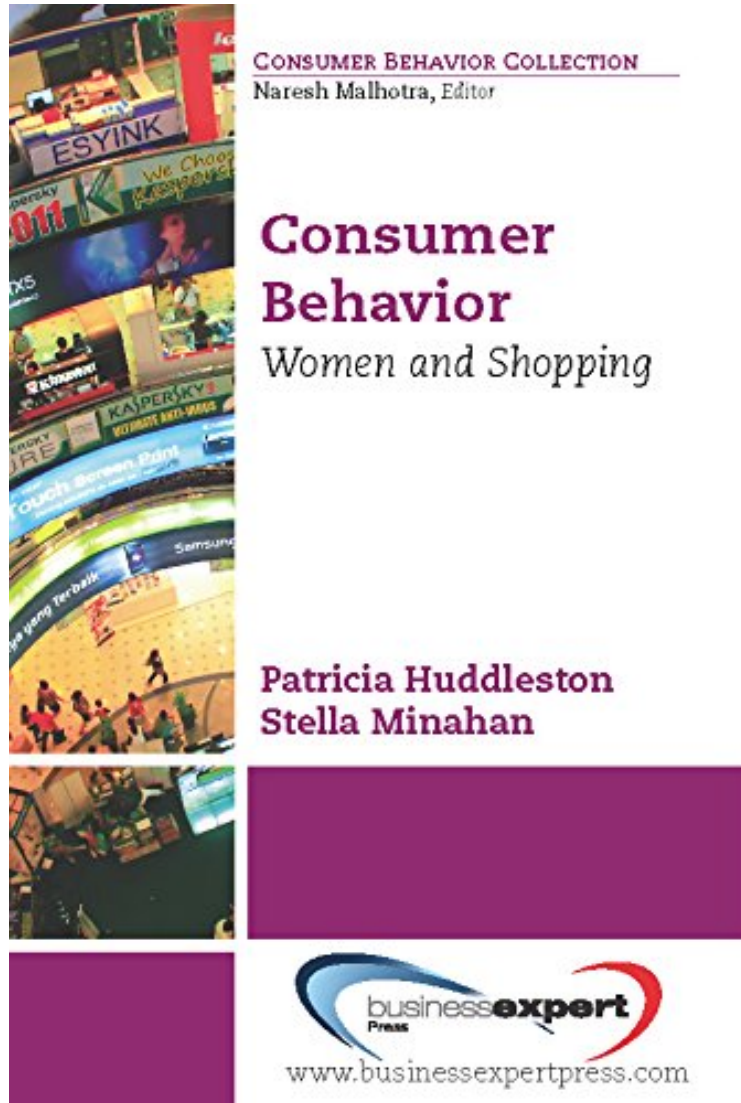


Consumer Behavior: Women and Shopping

Patricia Huddleston

audiobook | *ebooks | Download PDF | ePub | DOC



DOWNLOAD



READ ONLINE

#4210945 in eBooks 2011-01-20 2011-01-20 File Name: B0149MC1AG | File size: 21.Mb

Patricia Huddleston : Consumer Behavior: Women and Shopping before purchasing it in order to gage whether or not it would be worth my time, and all praised Consumer Behavior: Women and Shopping:

0 of 0 people found the following review helpful. Interesting and InsightfulBy MicookI am a bit biased because Stella and Pat are colleagues, but I recommend you get this book! It is based on solid research so insights presented are not anecdotal or gut feelings; they are data driven. The interviews provided rich and powerful data and Stella and Pat did a masterful job of drawing appropriate conclusions and suggesting actionable strategies. And, the book is fun to read!0 of 0 people found the following review helpful. Excellent for marketing managerBy IpatioukThis book help understand women behavior . In my case , I find a lot of useful information for my busines . Great tools to know how

women shopping to develop marketing strategy. 0 of 0 people found the following review helpful. Women's shopping behavior in the US! By Starbucks Yes, women loves shopping! I consider this book required reading for anyone (or any retailer) who is interested in understanding (American) women's shopping behavior. I would like to recommend this book for marketing/retailing instructors who teach (women) consumer behavior at college (undergrad and grad levels). A great book by two women authors who understand that women loves shopping through interviews with American shoppers!

Why study women and shopping? Why is it important? Women matter because of their consumer spending power; they are crucial to survival in the competitive retail industry in America. Women matter because they control over \$20 trillion in consumer spending. Women are better educated, have more financial power and decision making abilities and mobility than any previous generation. Why Women Shop provides a fascinating insight into women's shopping habits and motivations. This book is of interest to business as they gain a better understanding of the most powerful economic force in the retail industry.

About the Author Dr. Patricia Huddleston is a professor of retailing at Michigan State University. Her career as a researcher and teacher of retailing and consumer behavior spans 30 years. Pat has extensive international research experience, including the transition economies of Russia and Poland. Her research publications focus on topics such as customer loyalty, perceptions of retail brands, and customer satisfaction with grocery stores. Dr. Stella Minahan is a Senior Lecturer in the Graduate Business School at Deakin University (Australia). She teaches retail, consumer behavior, and entrepreneurship to MBA students. In her career she has worked and consulted for major retailers around the world. Her research focus is retail and consumer behavior.