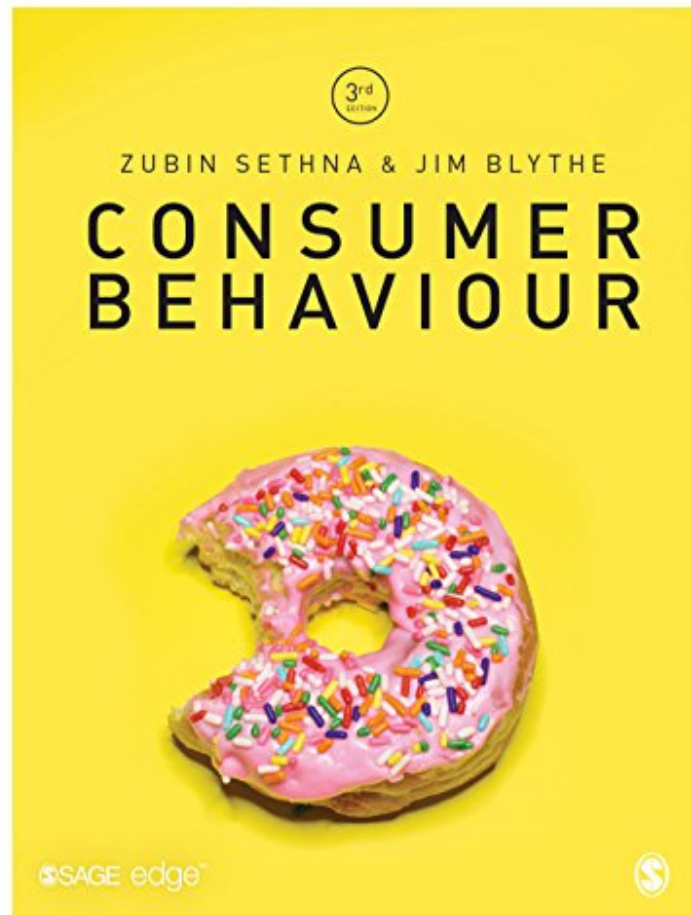


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## Consumer Behaviour

*Zubin Sethna, Jim Blythe*

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**Zubin Sethna, Jim Blythe : Consumer Behaviour** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Consumer Behaviour:

Praised for its no nonsense approach to engaging students and conveying key learning outcomes and for striking a good balance between sociological and psychological aspects of consumer behaviour, the new edition now features increased coverage of social media, digital consumption and up-to-date marketing practice. Written from a European perspective, international in its scope and with an array of global international examples and cases from a variety of geographic locations and different industry sectors threaded throughout the text, students' understanding and retention of the subject is encouraged through innovative learning features including: how to impress your examiner; boxes - ideas and tips for what an examiner may be looking for to help students get the best possible grades in their assessments; consumer behaviour in action; boxes - focus on consumer decisions

allowing students to focus on the applications of the concepts and theories underpinning the motivations of consumers  
– something they are likely to do in their future careers as marketers.  
– challenging the status quo  
– encouraging students to think outside the box, think critically and exercise their problem solving skills. The book is complemented by a companion website featuring a range of tools and resources for lecturers and students, including PowerPoint slides, multiple choice questions, case studies, interactive glossary, flashcards, multimedia links and selected author videos to make the examples in each chapter come to life. Suitable for  
– Undergraduates  
– students with little or no background knowledge of consumer behaviour.

One of the best textbooks on Consumer Behaviour I had the chance to use in class. The language is clear and the topics are approaching the modern trends of marketing. --Dr. Bruno Schivinski (06/22/2016)  
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Among a large collection of Consumer Behaviour texts, this book stands out for the authors' innovative methods to intrigue students to think beyond textbook materials and be creative! With the content covering exactly what we need, I have used this book for many cohorts of students and believe the new edition will enhance student learning even further.--Dr. Lien Le Monkhouse (07/08/2016)  
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One of the best textbooks on Consumer Behaviour I had the chance to use in class. The language is clear and the topics are approaching the modern trends of marketing. (Dr. Bruno Schivinski 2016-06-22)  
Presented in a relaxed yet informative style, the book examines variations in consumer behavior across the world, incorporating the expected cultural differences. Each chapter features color-coded sections to enhance understanding. Updates on areas that have gained relevance in the last decade are interwoven throughout, among them the move toward globalization and the increasing use of technology, particularly the rise in social media and accompanying mobile mind-set of modern consumers. Overall, the text is excellent for business students, especially upper-level marketing majors. (S. D. Clark)  
About the Author  
Dr Zubin Sethnan is currently Principal Lecturer (Associate Professor) in Entrepreneurial Marketing at Regent's University London. He has successfully launched five businesses and as Managing Consultant at Baresman Consulting, he has integrated marketing/consumer behavioural strategy with management consultancy and training for numerous organisations both in the UK and internationally, and across a variety of industry sectors. He is Editor-in-Chief of the internationally respected Journal of Research in Marketing and Entrepreneurship (JRME) and is also a reviewer for a variety of leading marketing and business journals, including the European Journal of Marketing, Journal of Marketing Management, and Journal of Strategic Marketing.  
Jim Blythe is Visiting Professor of Marketing at University of Plymouth, UK. Jim Blythe has been a Merchant Navy officer, a ladies hairdresser, a business consultant, a rock musician, a truck driver, a company director and an award-winning playwright all before becoming an academic – he always planned on having a varied life and likes learning new skills. Currently he is trying to learn to grow vegetables (with limited success...), but he has a pilot's licence and has learned to play drums in a samba band, so the beat goes on. Jim has written 18 books, over 50 journal articles, and has contributed chapters to 8 other books. He has taught overseas, written open-learning packs for international training organisations and has been a Senior Examiner for the Chartered Institute of Marketing. His next venture is to study for a degree in modern languages – having left school at 16 he thinks it's time to get the education he missed out on. He holds four real degrees (including one fake), and therefore feels somewhat irritated that he is mainly known for winning the Cardiff heat of the TV show, Come Dine With Me. Perhaps the latest editions of his textbooks will help redress the balance a little...