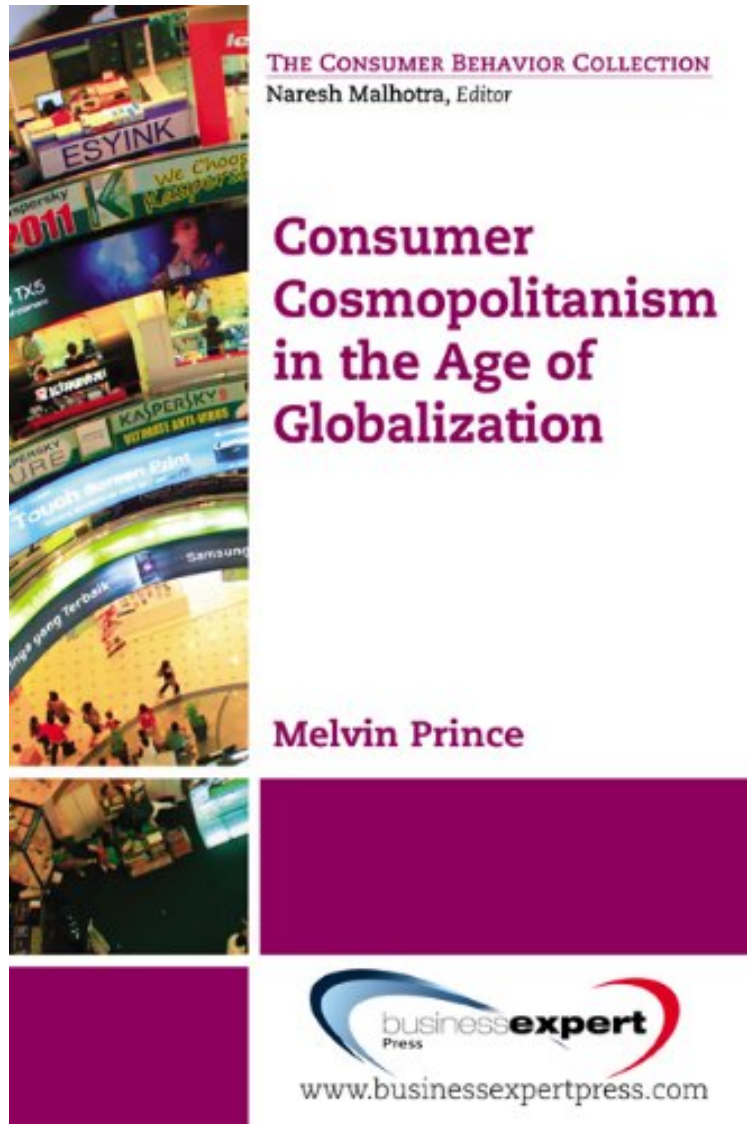


Consumer Cosmopolitanism in the Age of Globalization (Consumer Behavior Collection)

Melvin Prince

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Melvin Prince : Consumer Cosmopolitanism in the Age of Globalization (Consumer Behavior Collection) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Consumer Cosmopolitanism in the Age of Globalization (Consumer Behavior Collection):

Cosmopolitans are individuals with a distinctive kind of extended national and international orientation, a global

vision, and sense of belonging to the world. These people are sophisticated and importantly engaged in the cultures outside of local geographical boundaries. But what do we know about them as consumers—their origins, values, media usage, and buyer behavior? This unique book details much about this group, and fills a knowledge gap that has long been overlooked largely because other related marketing areas have overshadowed and overlooked the notion of cosmopolitan consumers. Until this book, in fact, there has been no single authoritative source that directly and comprehensively covers the field of consumer cosmopolitanism. This book also includes original essays by an all-star cast of contributors, giving you an introduction to a powerful new approach to marketing, eclectically packed with novel ideas and insights that noticeably advance the marketing field and bring it more fully into the age of globalization.

About the Author New Haven, CT; Professor of marketing; Southern Connecticut State University; Melvin Prince holds a PhD from Columbia University, and is a professor of marketing at Southern Connecticut State University. Past academic appointments include teaching and