Consumer Experiences and Emotion Management

Avinash Kapoor
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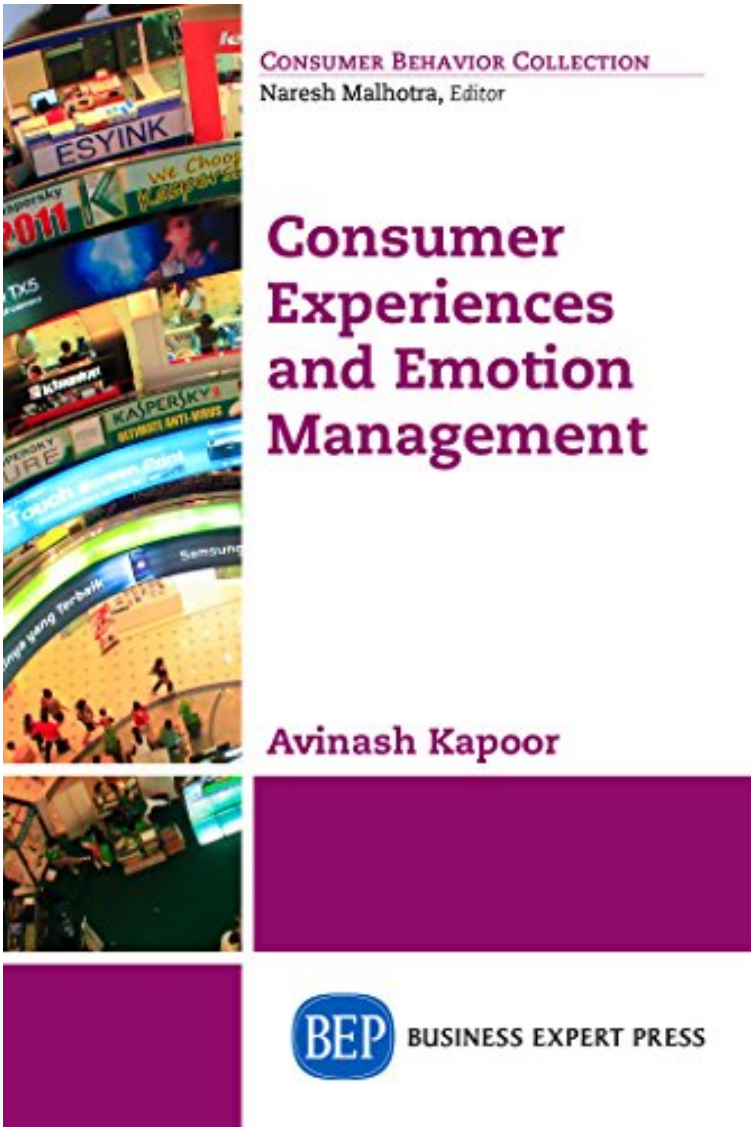

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Avinash Kapoor : Consumer Experiences and Emotion Management before purchasing it in order to gage whether or not it would be worth my time, and all praised Consumer Experiences and Emotion Management:

Emotions can organize cognitive processes or disorganize them, be active or passive, lead to adaptation, or maladaptation. Consumers may be conscious of their emotions or may be motivated by unconscious emotions. The emotions in combined form with different intensities have an adaptive significance in consumersrsquo; life. Further, the challenges that marketers and researchers face in todayrsquo;s global markets are to understand the expression of

the emotions or consumer emotional experience. The purpose of this book is to emphasize the value of emotions and explore mental behavioral and emotional dimensions that affect consumers of all age groups, societies, and cultures. This book is an excellent reference for students, executives, marketers, researchers, and trainers. It includes the different elements of emotion, evidence of how emotions govern and organize consumer life, and emotion and individual functioning, including psychological disorders and well being.

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