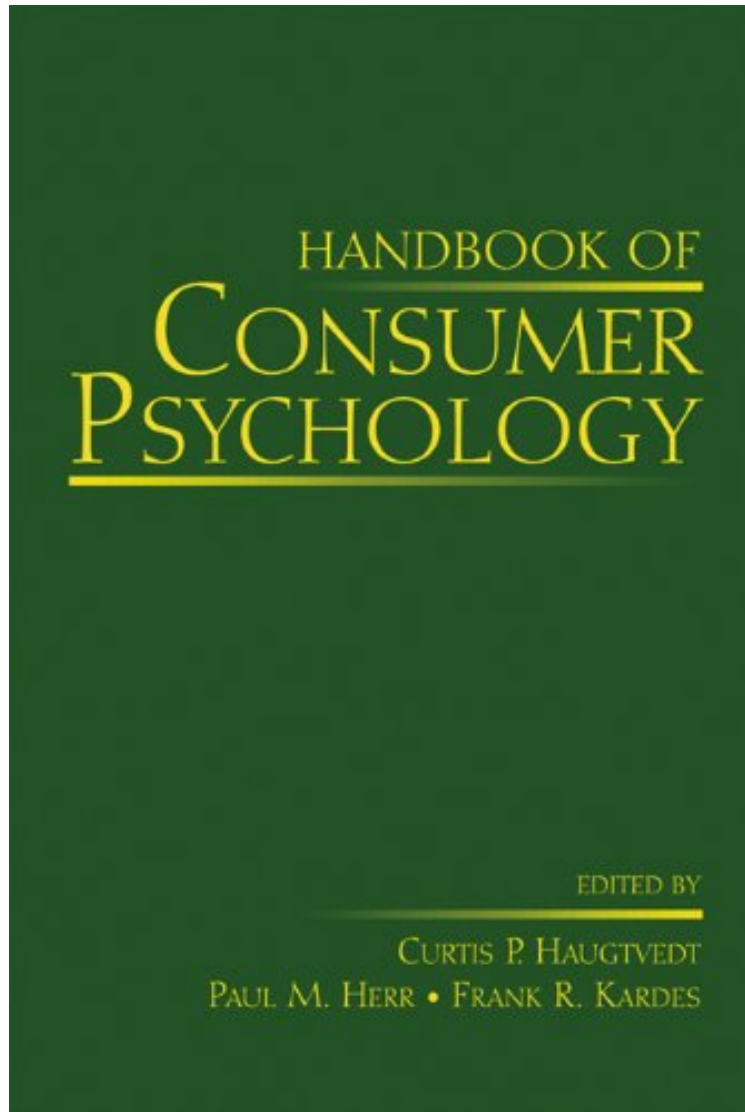


[Read download] Handbook of Consumer Psychology (Marketing and Consumer Psychology)

Handbook of Consumer Psychology (Marketing and Consumer Psychology)

From Psychology Press

**Download PDF | ePub | DOC | audiobook | ebooks*



 Download

 Read Online

#1517173 in eBooks 2012-10-02 2012-10-02File Name: B009P3685Y | File size: 56.Mb

From Psychology Press : Handbook of Consumer Psychology (Marketing and Consumer Psychology) before purchasing it in order to gage whether or not it would be worth my time, and all praised Handbook of Consumer Psychology (Marketing and Consumer Psychology):

0 of 0 people found the following review helpful. A reference masterpieceBy FranciscoOne of the most comprehensive books in the field, that should be on the bookshelf of anyone connected with the consumer psychology area. It is almost impossible to find a subject that is not covered in this work. 5 stars.0 of 0 people found the following review helpful. The bibleBy Scott BrownA must have. If you want to start at the beginning, this is your resource.

Comprehensive and detailed. A pro would do better than a curious beginner with it.

This Handbook contains a unique collection of chapters written by the world's leading researchers in the dynamic field of consumer psychology. Although these researchers are housed in different academic departments (ie. marketing, psychology, advertising, communications) all have the common goal of attaining a better scientific understanding of cognitive, affective, and behavioral responses to products and services, the marketing of these products and services, and societal and ethical concerns associated with marketing processes. Consumer psychology is a discipline at the interface of marketing, advertising and psychology. The research in this area focuses on fundamental psychological processes as well as on issues associated with the use of theoretical principles in applied contexts. The Handbook presents state-of-the-art research as well as providing a place for authors to put forward suggestions for future research and practice. The Handbook is most appropriate for graduate level courses in marketing, psychology, communications, consumer behavior and advertising.

"The Handbook of Consumer Psychology, edited by Haugtvedt, Herr, and Kardes, is a superb collection of chapters on the most important topics in consumer psychology, written by the world's leading experts on these topics. Chapters from Kassarian and Robertson's (1991) edited Handbook of Consumer Behavior proved to be a mainstay for consumer behavior PhD seminars for a decade. I expect the Handbook of Consumer Psychology to play a similar role for established researchers and graduate students over the next decade." ndash; John G. Lynch, The Fuqua School of Business, Duke University "This handbook assembles a superb slate of top researchers who expertly explore the field of Consumer Psychology with impressive depth and breadth. From classic perspectives (such as information processing, attitudes, motivation, and behavioral decision research) to up-to-the minute cutting-edge research areas (from well-being to neuroeconomics), this handbook has everything one could ask, and more. This book is truly a must for anyone with an interest in why people consume." - Joseph Priester, Marshall School of Business, University of Southern California