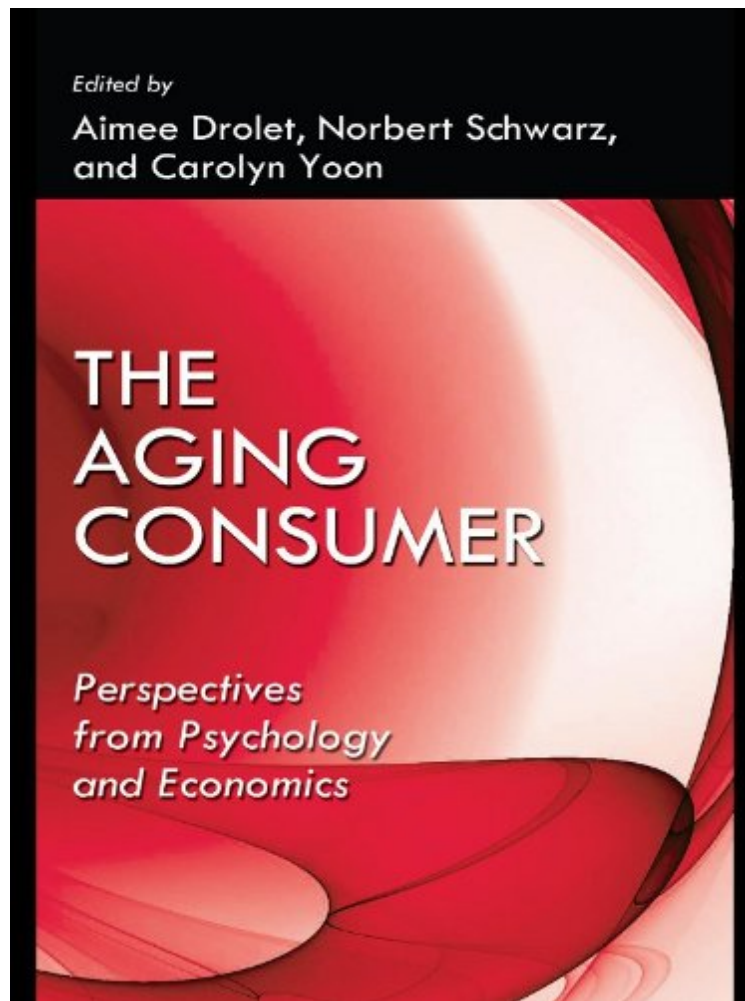


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The Aging Consumer: Perspectives From Psychology and Economics (Marketing and Consumer Psychology Series)

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From Routledge : The Aging Consumer: Perspectives From Psychology and Economics (Marketing and Consumer Psychology Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Aging Consumer: Perspectives From Psychology and Economics (Marketing and Consumer Psychology Series):

At present, about 45 million Americans are over the age of 65, and by 2020, one out of every six Americans will be 65 or older. These statistics are reflective of a worldwide phenomenon in developing and developed countries alike

unrivaled since the Industrial Revolution. This edited volume, written by experts in many fields, examines the economic and psychological research on how aging consumers behave, make decisions, and choose in the marketplace. The book takes stock of what is known, identifies gaps and open questions, and outlines an agenda for future research. It covers topics from the individual to the societal level of analysis.

"This book brings together in one volume wide ranging research into the changing consumption patterns of the aging population and the theoretical and practical implications of these changes. It is a scholarly approach to an under researched issue; it is likely to be taken by just about any 'self respecting' academic library." - Susan Auty, Lancaster University, UK
"Despite the greying of the population (to which I can personally attest), too little has been done to examine the important intersection between research on aging and consumer research. Such work is critical due to the increased complexity of the world facing older consumers, including health, housing, retirement, and other important decisions. The chapters in this volume provide much needed insights into how age may moderate the typical findings of consumer research, which increases not only our understanding of this important segment but also the prospects for developing interventions that will enhance the lives of elderly consumers." - Jim Bettman, Duke University, USA
"First-rate, surprisingly frank, and genuinely entertaining - on a topic that is important now and will only increase in importance in the next decade. It's been a long time since there has been so enjoyable a book, so deeply entrenched in scientific findings, and it will be a long time until another like it comes along. The book is marvelous!" - Jennifer L. Aaker, Stanford University, USA
About the Author
Aimee Drolet is Associate Professor of marketing at UCLA, Anderson School of Business. She is a psychologist who studies consumer decision making. In particular her research focuses on the mental processes that underlie consumers' judgements and choices. Much of her recent research is on elderly consumers.
Carolyn Yoon is Associate Professor of Marketing at the Ross School of Business, University of Michigan. She holds appointments as associate professor of psychology and as faculty associate in research center for Group Dynamics of the Institute for Social research. Her research centers on understanding memory, cognition and judgment processes across the lifespan in social and consumer related contexts. She is a leading expert in the field of consumer neuroscience.
Norbert Schwarz is Charles Horton Cooley Collegiate Professor of Psychology at the University of Michigan, where he holds positions as Professor of Marketing and Research professor in the Survey research center and the Research center for Group Dynamics of the Institute for Social Research. His research focuses on human cognition, communication and judgment, including its implications for consumer behavior. He has received the Wilhelm Wundt Medal of the German Psychological Association for contributions to psychology as an experimental science.