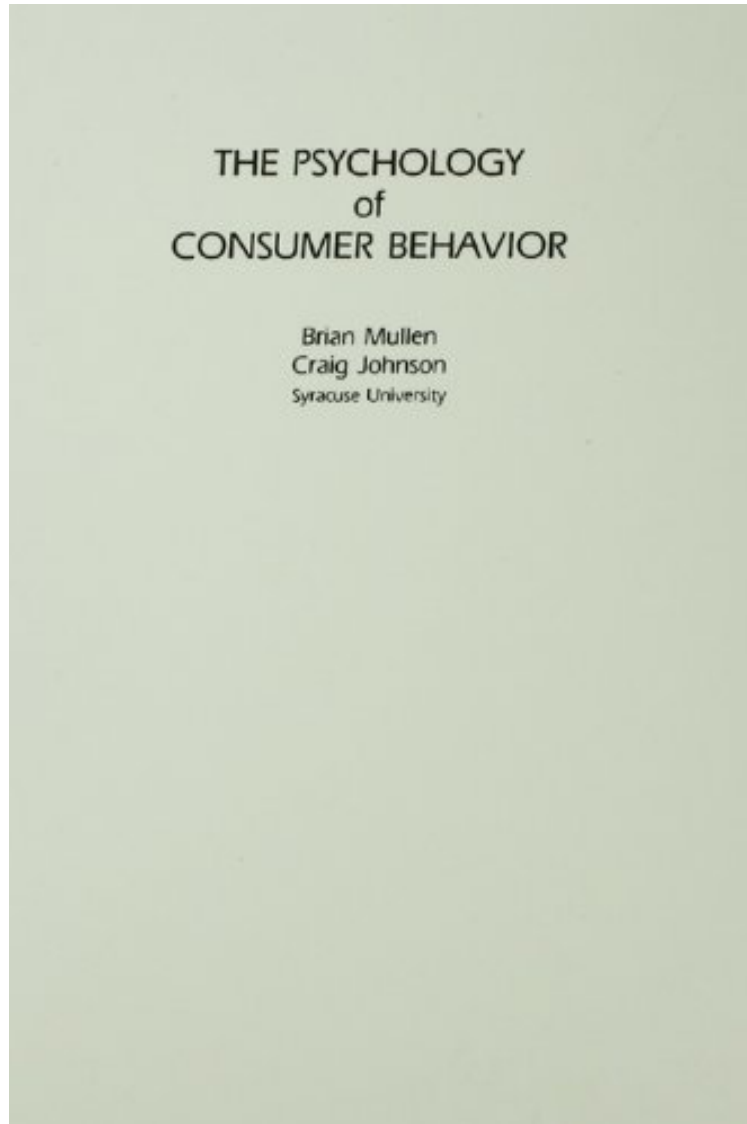


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The Psychology of Consumer Behavior

Brian Mullen, Craig Johnson

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Brian Mullen, Craig Johnson : The Psychology of Consumer Behavior before purchasing it in order to gage whether or not it would be worth my time, and all praised The Psychology of Consumer Behavior:

After years of study in the area of consumer behavior, Mullen and Johnson bring together a broad survey of small answers to a big question: "Why do consumers do what they do?" This book provides an expansive, accessible presentation of current psychological theory and research as it illuminates fundamental issues regarding the

psychology of consumer behavior. The authors hypothesize that an improved understanding of consumer behavior could be employed to more successfully influence consumers' use of products, goods, and services. At the same time, an improved understanding of consumer behavior might be used to serve as an advocate for consumers in their interactions in the marketplace.

...a good foundation for further exploration of the psychology of consumer behavior. Contemporary Psychology...the book is richly illustrated with examples....[and its] value...lies in providing an elementary introduction to the area. European Work and Organizational Psychologist