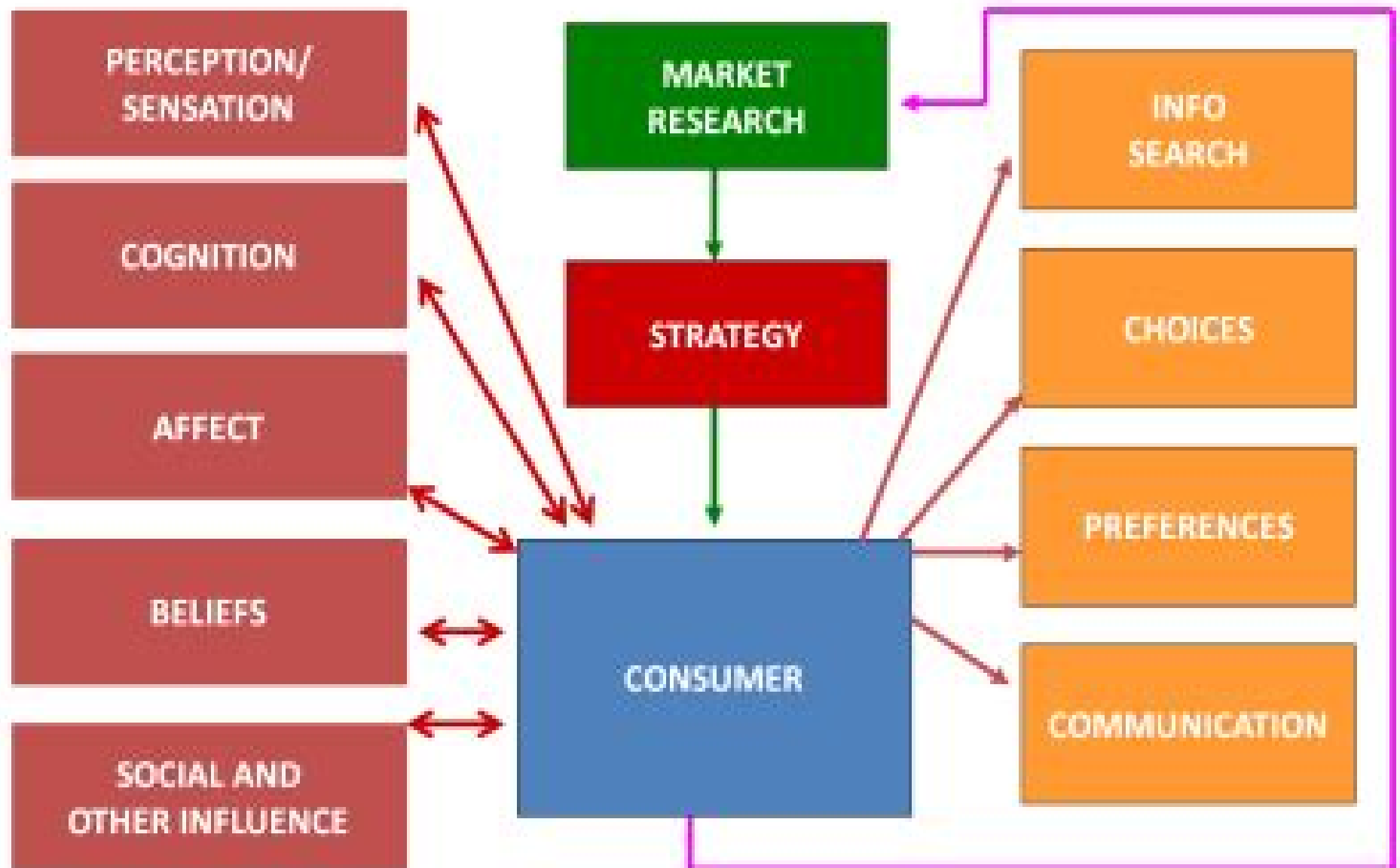


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Research In Marketing A Research Annual Choice Models For Buyer Behavior

Gordon R. Foxall



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University has completely updated 6e to deliver a more concise alternative approximately 450 pages to the old style exhaustive encyclopedic approach of the major competitors 6e covers the important areas CB instructors would likely want covered but omits material less essential to the student's education in consumer behavior The book's emphasis on the practical application of the chapter material meets students' bias for retaining that which can help them become successful in a marketing career It presents a Strategy Box in each chapter that focuses on questions related to consumer behavior research and findings challenging students to think critically and answer strategic questions as well as numerous cross cultural examples to illustrate concepts of consumer behavior and make them meaningful End of chapter applied sections Putting Theory into Practice offer students additional materials to dig deeper into chapter topics and improve decision making skills

Creating Powerful Brands Leslie de Chernatony, Malcolm McDonald, 2012-11-27 This is the third edition of one of world's most respected and successful books on branding Written by an internationally acclaimed branding expert and author of *From Brand Vision to Brand Evaluation* it has been comprehensively revised and updated with a raft of new cases and examples The book gives the professional and the student a deep understanding of the functioning and management of the modern brand and contains Powerful analysis of new areas such as e branding and e marketing A completely new set of advertising and brand images to illustrate key points A powerful analysis of the key drivers of brand value There can be no doubt that the power of brands in the international marketplace is still growing and that *Creating Powerful Brands* third edition can explain both why and how they work *JMR, Journal of Marketing Research*, 1999

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