



Consumer Behaviour

By Zubin Sethna, Jim Blythe

Sage Publications Ltd, United Kingdom, 2016. Paperback. Book Condition: New. 3rd Revised edition. 210 x 150 mm. Language: English . Brand New Book. Praised for its no nonsense approach to engaging students and conveying key learning outcomes, Blythe's new edition of Consumer Behaviour now features increased coverage of social media, digital consumption and up to date marketing practice. Examples and case studies from global brands including Spotify, Instagram and Amazon are threaded throughout the text, and students understanding and retention of the knowledge is encouraged through innovative learning features including: * how to impress your examiner boxes - ideas and tips for what an examiner may be looking for to help students get the best possible grades in their assessments * consumer behaviour in action boxes - practical examples highlighting what goes on in the real world * challenging the status quo boxes - encouraging students to think outside the box, think critically and exercise their problem solving skills The book is complimented by a SAGE Edge companion website featuring a range of tools and resources for lecturers and students, including powerpoint slides, multiple choice questions, and selected author videos to make the examples in each chapter come to life.



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