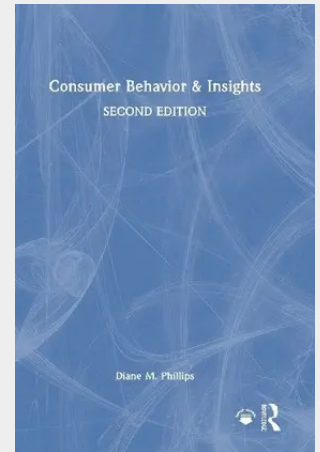


Consumer Behavior & Insights

The new edition of Consumer Behavior & Insights introduces an innovative approach to teaching consumer behavior by building on traditional psychological, sociological, and behavioral frameworks to embrace the practical implications and insights of those frameworks. Without sacrificing scholarly depth, it incorporates emerging research in areas such as neuromarketing, sustainability, and artificial intelligence, reflecting the evolving landscape of consumer research. Key features include updated case studies in every chapter, offering fresh insights into a variety of global, real-world applications. The text also offers timely insights from the field, the executive suite, and academia to provide students with a 360-degree view of how consumer research is generated and how it can be applied. Importantly, the text showcases a wide range of consumption situations, cultural backgrounds, and viewpoints. In its entirety, these features make theoretical concepts and models engaging and relatable, inviting students to dig deeper and to think like practitioners. This edition is designed to meet the needs of undergraduate and postgraduate students, as well as professionals in marketing, business, and related fields. It serves as an essential resource for anyone seeking to deepen their understanding of consumer behavior and its practical applications in today's dynamic global marketplace.

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