



Consumer Behavior

J. Paul Peter, Jerry Olson

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Consumer Behavior provides students with the knowledge and skills necessary to perform consumer analyses that can be used for understanding markets and developing effective marketing strategies. The authors have developed what they call the Wheel of Consumer Analysis, which is a tool to help the reader understand how consumer affect and cognition, consumer behavior, consumer environment, and marketing strategy interact. The wheel is a powerful tool for analyzing consumer behavior and can be used to understand consumers and to guide the development of effective marketing strategies.

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