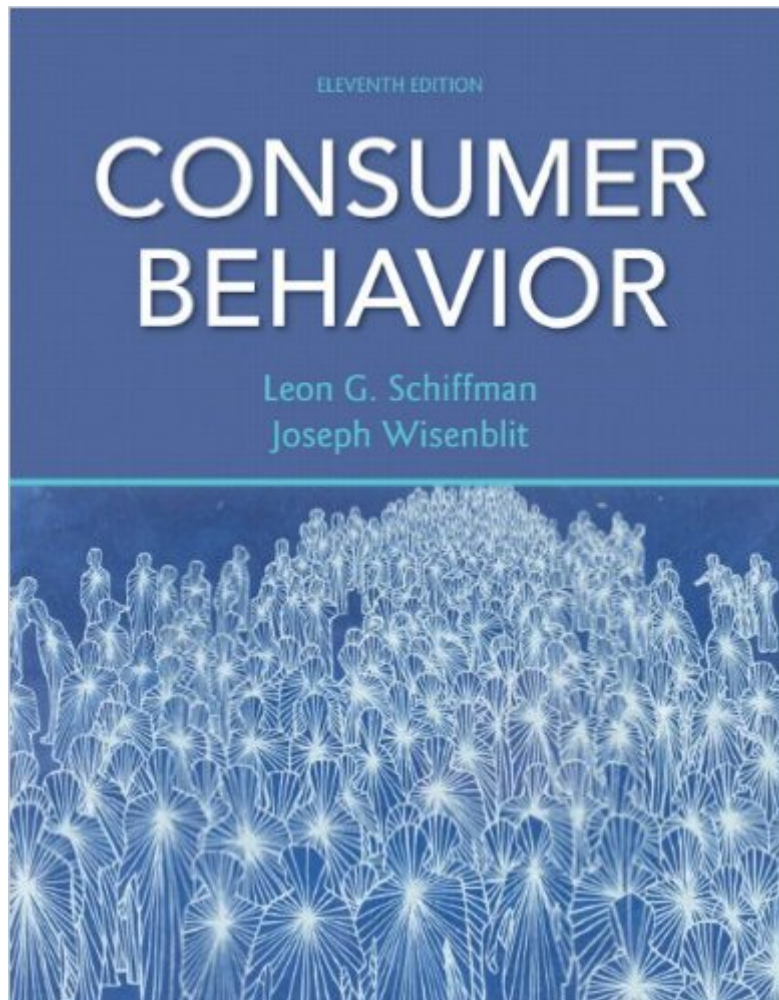


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# Consumer Behavior (11th Edition)



## Synopsis

For undergraduate and graduate consumer behavior courses.   Â  The text that set the standard for consumer behavior study.   Â  Consumer Behavior explores how the examination and application of consumer behavior is central to the planning, development, and implementation of marketing strategies.   Â  This program will provide a better teaching and learning experienceâfor you and your students. Hereâ<sup>TM</sup>s how:   Improve Results with MyMarketingLab: MyMarketingLab delivers proven results in helping students succeed and provides engaging experiences that personalize learning.   Bring Concepts to Life with Cases: End-of-chapter cases show students the real-life application of the concepts just covered so that they can see how real companies use consumer behavior to create marketing strategies,   Global Coverage Focus: Discussions and examples appear throughout the text demonstrating the importance of cultural differences in both domestic and multinational marketing.   Keep Your Course Current and Relevant: New examples, exercises, and research findings appear throughout the text.   Â  Note: You are purchasing a standalone product; MyMarketingLab does not come packaged with this content. If you would like to purchase both the physical text and MyMarketingLab search for ISBN-10: 0133131033/ISBN-13: 9780133131031. That package includes ISBN-10: 0132544369/ISBN-13: 9780132544368 and ISBN-10: 0132552000/ISBN-13: 9780132552004.   Â  MyMarketingLab is not a self-paced technology and should only be purchased when required by an instructor.   Â 

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