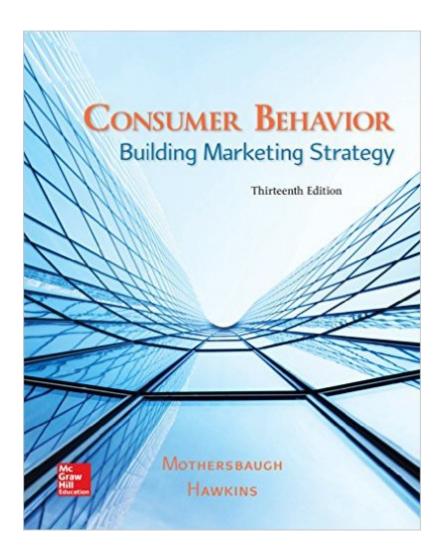
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Consumer Behavior: Building Marketing Strategy





Synopsis

Consumer Behavior: Building Marketing Strategy builds on theory to provide students with a usable, strategic understanding of consumer behavior that acknowledges recent changes in internal and external influences, global marketing environments, and the discipline overall. Updated with strategy-based examples from an author team with a deep understanding of each principle's business applications, current and classic examples of both text and visual advertisements throughout the text will serve to engage students and bring the material to life. The 13th edition of Mothersbaugh/Hawkins is tech-forward in both format and content, featuring the addition of Connect's robust digital suite, including SmartBook and other assignable interactives to help students learn, apply, and expand upon core marketing concepts and make assignment management and outcomes-based reporting easy.

Book Information

Hardcover: 816 pages Publisher: McGraw-Hill Education; 13 edition (September 1, 2015) Language: English ISBN-10: 1259232549 ISBN-13: 978-1259232541 Product Dimensions: 8.2 x 1.5 x 10.3 inches Shipping Weight: 3.2 pounds Average Customer Review: 5.0 out of 5 stars Â See all reviews (1 customer review) Best Sellers Rank: #76,984 in Books (See Top 100 in Books) #69 in Books > Business & Money > Marketing & Sales > Marketing > Research #103 in Books > Textbooks > Business & Finance > Marketing #21605 in Books > Reference

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