



Consumer Behaviour: Applications in Marketing

Robert East, Malcolm Wright, Marc Vanhuele

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Until now Masters and MBA students have been under-served by books on consumer behaviour. Written by a trusted and respected academic this book includes the psychological and social issues that students cover on their course along with exploration of more quantitative approaches to marketing research and 'evidence based' marketing solutions.

Readers are supported by pedagogical features such as thought-provoking mini-cases drawn from international sources and accompanying exercises that will draw out key ideas and help consolidate their learning. A website to support the book has an Instructor's Manual that offers PowerPoint slides and answers to the mini cases exercises.

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