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This book takes a strategic look at consumer behavior in order to guide successful marketing activities. The Wheel of Consumer Analysis is the organizing factor in the book. The four major parts of the wheel are consumer affect and cognition, consumer behavior, consumer environment, and marketing strategy.

Consumer Behavior: Building Marketing Strategy builds on theory to provide students with a usable, strategic understanding of consumer behavior that acknowledges recent changes in mobile & social media marketing, ethnic subcultures, internal and external influences, global marketing, and

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Marketing Pitfall boxes provide examples of companies that have handled their marketing strategy ineffectively, helping students to see how relevant consumer behavior strategy comes into play. Updated - Examples, cases, and research studies in this edition have been updated to better address the rapidly changing trends in consumer behavior.

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A concise structural framework is presented in the first chapter to enhance understanding and application of consumer behavior principles to marketing strategy. The book's final chapter ties all of these concepts together into a fine-tuned, detailed model that helps students retain the interrelationships and relevance of individual concepts to consumer decision-making.

For this edition, author Michael Solomon invited individuals and student groups from schools across the nation to contribute their own take on key concepts in consumer behavior. The responses, which include essays, photos, poetry, and even YouTube videos, appear in the book and on MyMarketingLab , giving students a snapshot of their peers' insight as consumers.

Consumer Behavior: Building Marketing Strategy builds on theory to provide students with a usable, strategic understanding of consumer behavior that acknowledges recent changes in mobile & social media marketing, ethnic subcultures, internal and external influences, global marketing, and other emerging trends. Updated with strategy-based examples throughout and an integration of ethics and ...

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