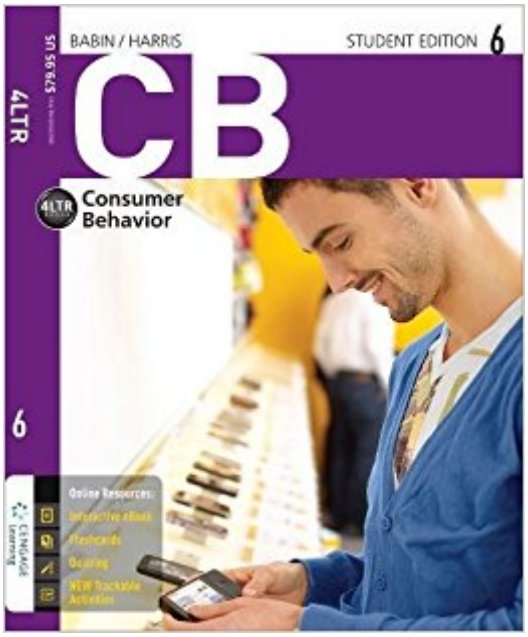
Ebook Directory
the best source of ebook

The book was found

CB6 (with CourseMate Printed Access Card) (New, Engaging Titles From 4LTR Press)



PDF
Adobe
DOWNLOAD EBOOK

Synopsis

Created through a "student-tested, faculty-approved" review process with over 250 students and faculty, CB6 is an engaging and accessible solution to accommodate the diverse lifestyles of today’s learners at a value-based price. Award-winning authors Babin and Harris cover essential topics of consumer behavior through a unique concept-driven presentation enhanced by online resources that appeal to today’s students and encourage participation. New end-of-part cases highlight today’s challenges, and the latest statistics on consumer behavior and contemporary examples reflect the most recent developments in business. New content demonstrates how the recent recession, green marketing, and natural disasters impact contemporary consumer behavior. Convenient chapter-by-chapter student study cards help users easily transition to this new edition. The CB6 Enhanced CourseMate interactive online resources bring concepts to life with learning and study tools that ensure user engagement. In an unforgettable presentation focused on users’ needs, CB6 brings consumer behavior to life.

Book Information

Series: New, Engaging Titles from 4LTR Press (Book 6)

Paperback: 384 pages

Publisher: Cengage Learning; 6 edition (January 29, 2014)

Language: English

ISBN-10: 1285189477

ISBN-13: 978-1285189475

Product Dimensions: 10.7 x 8.4 x 0.6 inches

Shipping Weight: 1.9 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars 26 customer reviews

Best Sellers Rank: #69,884 in Books (See Top 100 in Books) #84 inÃ Â Books > Business & Money > Marketing & Sales > Marketing > Research #136 inÃ Â Books > Business & Money > Marketing & Sales > Consumer Behavior #186 inÃ Â Books > Textbooks > Business & Finance > Marketing

Customer Reviews

"I’ve been using this textbook for a couple of years now, and I’ve found it to be an excellent textbook. The authors have done a great job--as has the publishing team. Thanks for all your outstanding work.""CB gives a broad coverage of consumer behavior in a format that students relate to and are more apt to read before class."

Barry J. Babin has authored over 70 research publications in some of the most prestigious research periodicals, including the JOURNAL OF MARKETING, THE JOURNAL OF CONSUMER RESEARCH, THE JOURNAL OF BUSINESS RESEARCH, THE JOURNAL OF RETAILING, PSYCHOLOGICAL REPORTS, PSYCHOLOGY AND MARKETING, and THE JOURNAL OF THE ACADEMY OF MARKETING SCIENCE, among others. Babin is currently Max P. Watson, Jr., Professor of Business and chair of the department of marketing and analysis at Louisiana Tech University. He has won numerous honors for his research, including the Louis K. Brandt Faculty Research Award from the University of Southern Mississippi (on three occasions), the 1996 Society for Marketing Advances (SMA) Steven J. Shaw Award, the 1997 Omerre Deserres Award for Outstanding Contributions to Retail and Service Environment Research, and the Academy of Marketing Science's Harold W. Berkman Distinguished Service Award. He is a former president of the Academy of Marketing Sciences and the Society of Marketing Advances, and he currently serves the marketing editor for the JOURNAL OF BUSINESS RESEARCH. Babin's research focuses on the effect of the service environment in creating value for employees and customers. His expertise is in building and understanding value that leads to long-lasting, mutually beneficial relationships with employees and customers. His primary teaching specialties involve consumers and service quality, marketing research, and creative problem solving. A frequent international lecturer, he has presented in Australia, South Korea, France, Germany, New Zealand, South Africa, Canada, Sweden, and the United Kingdom.Dr. Eric Harris is Chair and Associate Professor in the Department of Management and Marketing at Pittsburg State University in Kansas. He holds BBA and MBA degrees from Pittsburg State University and a PhD from Oklahoma State University. Dr. Harris's professional and consulting experiences include work in sales management, healthcare marketing, and customer satisfaction assessment. He is actively engaged in research and has been published in the Journal of the Academy of Marketing Science, the Journal of Advertising, Psychology and Marketing, the Journal of Business Research, the Journal of Business and Psychology, the Journal of Personal Selling & Sales Management, and others. Dr. Harris also serves on the editorial review boards for the Journal of Business Research, the Journal of Marketing Theory and Practice, the Journal of Services Marketing, and Services Marketing Quarterly. He is Consulting Editor for the Journal of Managerial Issues and with Dr. Babin has coauthored a chapter in the Wiley International Encyclopedia of Marketing. Dr. Harris's research focuses primarily on personality issues pertaining to consumer and employee behavior, customer-contact personnel, customer orientation, and sales force goal orientations. He is affiliated with a number of professional

associations, including the American Marketing Association, Academy of Marketing Science, Society of Marketing Advances, and Association of Collegiate Marketing Educators.

What a fascinating and well written text book. I learned so much from this book and even did the online stuff even though I was really pressed for time that semester. Marketing is not my major, but this book made we realize how vital and challenging it is. I had no idea.

Every chapter has been a quick and easy read. Really love it because I am taking an online course. Apparently, I do not need a teacher. Everything I need to learn is understood from my readings.

Inexpensive to rent and short but sucficient chapters. What I loved most was the presentation of key terms and vocabulary. It was easy to pinpoint contextual definitions and critical details for online open book exams.

Bought this textbook for class and it arrived in excellent condition on time.The textbook itself is well written...very easy to read and follow! CourseMate has some additional tools online that are helpful but the website isn’t very intuitive and it’s a bit slow at loading.

It was what I needed for my summer class, and it was new as could be upon arrival. Would recommend this to anyone who is looking for it online.

Was the correct text book, helped with the class, fine condition!

Good condition

Just what I needed for class!

Download to continue reading...

CB6 (with CourseMate Printed Access Card) (New, Engaging Titles from 4LTR Press) OM5 (with CourseMate, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) M&F (with CourseMate, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) ORGB4 (with CourseMate Printed Access Card) (New, Engaging Titles from 4LTR Press) HR3 (with CourseMate, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) BSTAT2 (with Review Cards and CourseMate Printed Access Card) (New, Engaging Titles from

4LTR Press) MIS5 (with CourseMate, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) CB7 (with CourseMate and Career Transitions 2.0, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) MR2 (with CourseMate, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) ADJUST (with CourseMate, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) Behavioral Sciences STAT (with CourseMate Printed Access Card) (New, Engaging Titles from 4LTR Press) HIST, Volume 2: US History Since 1865 (with CourseMate, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) MIS4 (with CourseMate Printed Access Card) (New, Engaging Titles from 4LTR Press) EARTH2 (with CourseMate, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) IR (with CourseMate, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) PROMO2 (with CourseMate, 1 term (6 months) Printed Access Card) (Engaging 4LTR Press Titles in Marketing) ORGB 3, Student Edition (with CourseMate and Transitions 2.0 Printed Access Card) (Engaging 4LTR Press Titles for Management) HDEV (with HDEV Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) ECON MACRO (with ECON MACRO Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) PFIN (with PFIN Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press)

Contact Us

DMCA

Privacy

FAQ & Help