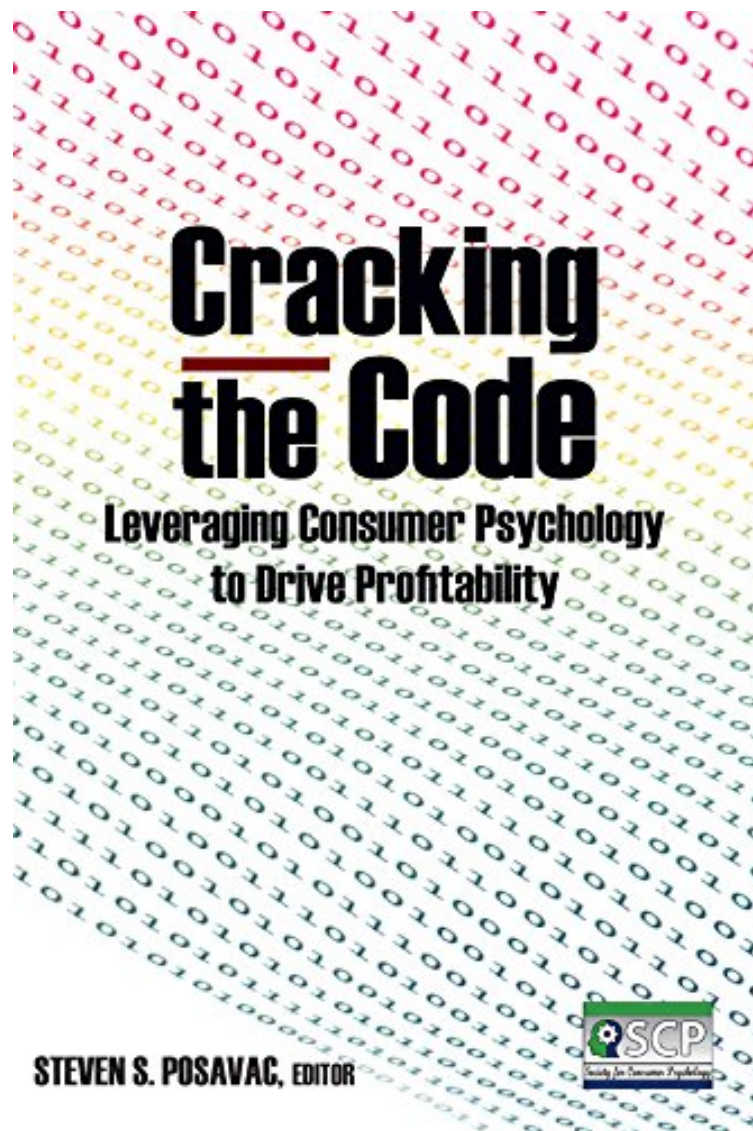


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Cracking the Code: Leveraging Consumer Psychology to Drive Profitability: Leveraging Consumer Psychology to Drive Profitability

Steven S. Posavac

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The unique contribution of *Cracking the Code* is its spotlight on how the knowledge of consumer psychology principles can be used to improve managerial decision making and organizational performance. Research on consumer behavior typically has a narrow focus and does not offer reliable and practical direction for marketers. Taken collectively, however, the conclusions of research streams can provide valuable information from which managers can base their decisions. The contributing authors of *Cracking the Code* offer a set of rules for managerial action that has been distilled from reviews of research areas in which they are experts. The book contains systematic, prescriptive advice based on state-of-the-art knowledge from multiple research lines regarding how consumers think and choose. The chapters cover fundamental topics such as new product management, marketing mix strategy, marketing communications and advertising, social media, and experiential marketing.

About the Author Steven S. Posavac is the E. Bronson Ingram Professor of Marketing at Vanderbilt University's Owen Graduate School of Management. Posavac is an expert in consumer and managerial decision making, and is a widely cited author of more than forty journal articles and book chapters. He is an area editor of the *Journal of Consumer Psychology*, and serves on the editorial review boards of the *Journal of Consumer Research* and the *Journal of Economic Psychology*. Posavac is a past president of the Society for Consumer Psychology, and does consulting work in the area of brand development.