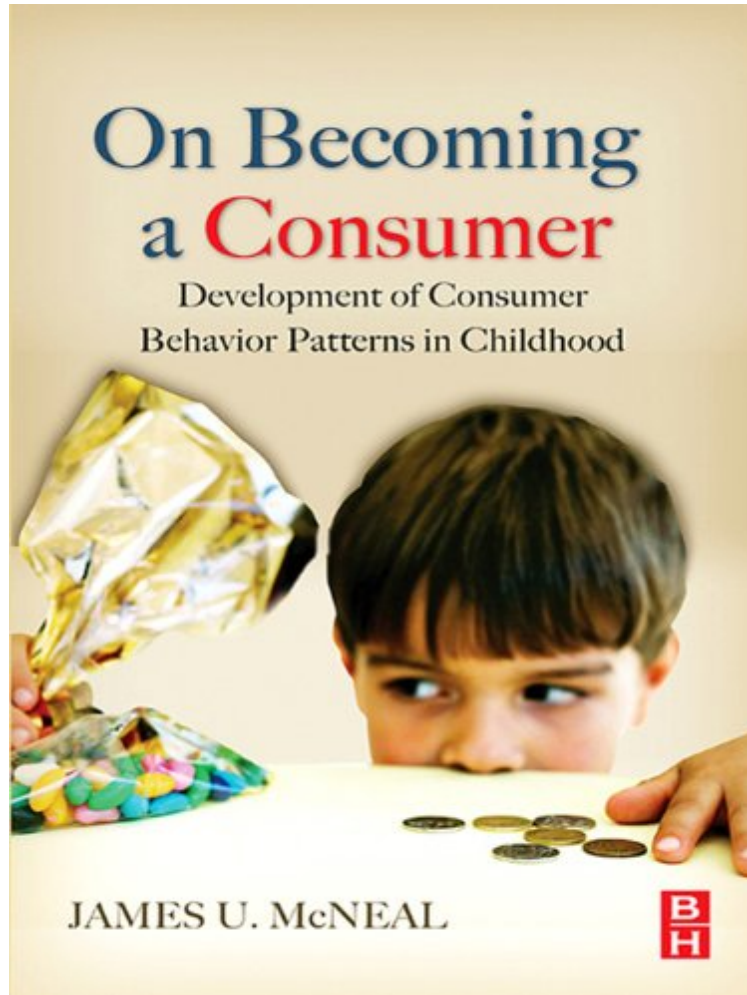


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On Becoming a Consumer

James McNeal

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James McNeal : On Becoming a Consumer before purchasing it in order to gauge whether or not it would be worth my time, and all praised On Becoming a Consumer:

1 of 1 people found the following review helpful. Now I get it! By Christine Walker What a great book. This book is so useful for all marketers whether they market to children or not. Understanding how brands build with people from a very young age is invaluable when trying to understand brand and product behaviour in adults. While the book contains a lot of theory and big ideas it is a very easy and fluent read.

The book demonstrates how consumer development is intertwined with cognitive and motor development; each of the three dependent on the other two. Showing consumer behavior being responsible for body and mind development is new thinking; yet, the examples are clearly presented so that any interested person can grasp them. Presenting consumer behavior in stages of development, while logical, is essentially new also. We are familiar with cognitive

development, for example, being described in stages, but not CB. In fact, stages of cognitive development are sometimes used as a framework for explaining consumer behavior but not its development as such. In this sense then, the book might be considered cutting edge as compared to one that offers a slightly different approach to the existing thought on consumer behavior.

"Dr. McNeal's new book has taken his many years of research, teaching, and consulting and has provided a unique, comprehensive perspective on the consumer development process. This book is remarkably different from all other consumer behavior and child consumer books in that it examines the phenomenon of becoming, rather than simply being, a consumer. Its multidimensional focus examines the influence of several factors beyond just social influence on the development of cognitive, physical, social, and language skills. These developing skills are then shown to manifest in specific consumer behaviors, presenting a much needed, wider theoretical framework than has traditionally been used with child consumers. This is a must-read for anyone interested in better understanding the complex relationships between our children, our environment, and the marketplace." -- Sabrina M. Neeley, Assistant Professor of Marketing, Miami University, Oxford, OH "Dr. McNeal's discussion of how children 'become' consumers adds an important new dimension to this topic, and is useful for the student, the observer, the critic and the practitioner alike."-- Julie Halpin, Chief Executive Officer, Geppetto