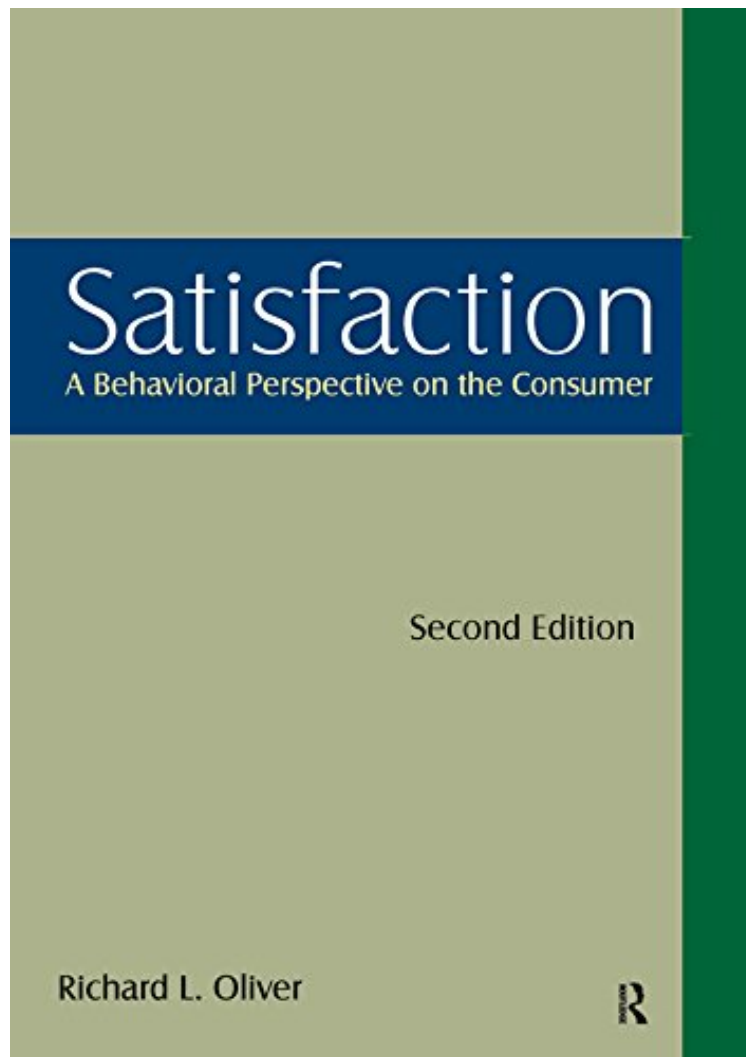


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Satisfaction: A Behavioral Perspective on the Consumer: A Behavioral Perspective on the Consumer

Richard L. Oliver

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Richard L. Oliver : Satisfaction: A Behavioral Perspective on the Consumer: A Behavioral Perspective on the Consumer before purchasing it in order to gage whether or not it would be worth my time, and all praised Satisfaction: A Behavioral Perspective on the Consumer: A Behavioral Perspective on the Consumer:

3 of 3 people found the following review helpful. Satisfaction guaranteedBy Tor W. AndreassenProfessor Richard L. Oliver delivers an updated and extended master piece in his 2ed of "Satisfaction". Within the field of marketing, customer satisfaction has emerged as a key variable. No firm can survive in the long-run without satisfied customers. It is that simple but at the same time that difficult.The book "Satisfaction" allows the reader to explore this construct in

depth and from several angles using a variety of theories. Dr. Oliver has been and will be known for his thoroughness. In the current edition he updates the material with the latest of significant research within the field. His writing style should appeal to both the advanced and the new beginner to satisfaction. As an academic update book, I recommend it. As a textbook for advanced students, I recommend it. As a management book, I recommend it. Bottom line: I recommend the book.

5 of 6 people found the following review helpful. finally it's here
By demago
This is not light reading, it's basically a good overview of the state of the art academic thinking in the field of customer satisfaction by a very respected academic researcher in this area. Most of the chapters can be read independently and it's easy to find quickly what you're looking for.

My 1997 edition has seen so much use that it's developed cracks in its spine. Given the size of the literature on satisfaction and quality perceptions, the first edition was getting dated so I'm very happy to see the second edition. I recommend this book highly to academic researchers or practitioners with a more conceptual bent (e.g., marketing researchers, managers with direct responsibility for a satisfaction program who have read the managerial literature and are left wanting greater depth and rigor).

1 of 9 people found the following review helpful.
Customer Satisfaction
By Tino
Customer Satisfaction; a perspective on customer behavioral explain about dimension on how customer behaviour measurments and i need this book for completing my thesis

Designed for advanced MBA and doctoral courses in Consumer Behavior and Customer Satisfaction, this is the definitive text on the meaning, causes, and consequences of customer satisfaction. It covers every psychological aspect of satisfaction formation, and the contents are applicable to all consumables - product or service.

Author Richard L. Oliver traces the history of consumer satisfaction from its earliest roots, and brings together the very latest thinking on the consequences of satisfying (or not satisfying) a firm's customers. He describes today's best practices in business, and broadens the determinants of satisfaction to include needs, quality, fairness, and regret ('what might have been').

The book culminates in Oliver's detailed model of consumption processing and his satisfaction measurement scale. The text concludes with a section on the long-term effects of satisfaction, and why an understanding of satisfaction psychology is vitally important to top management.