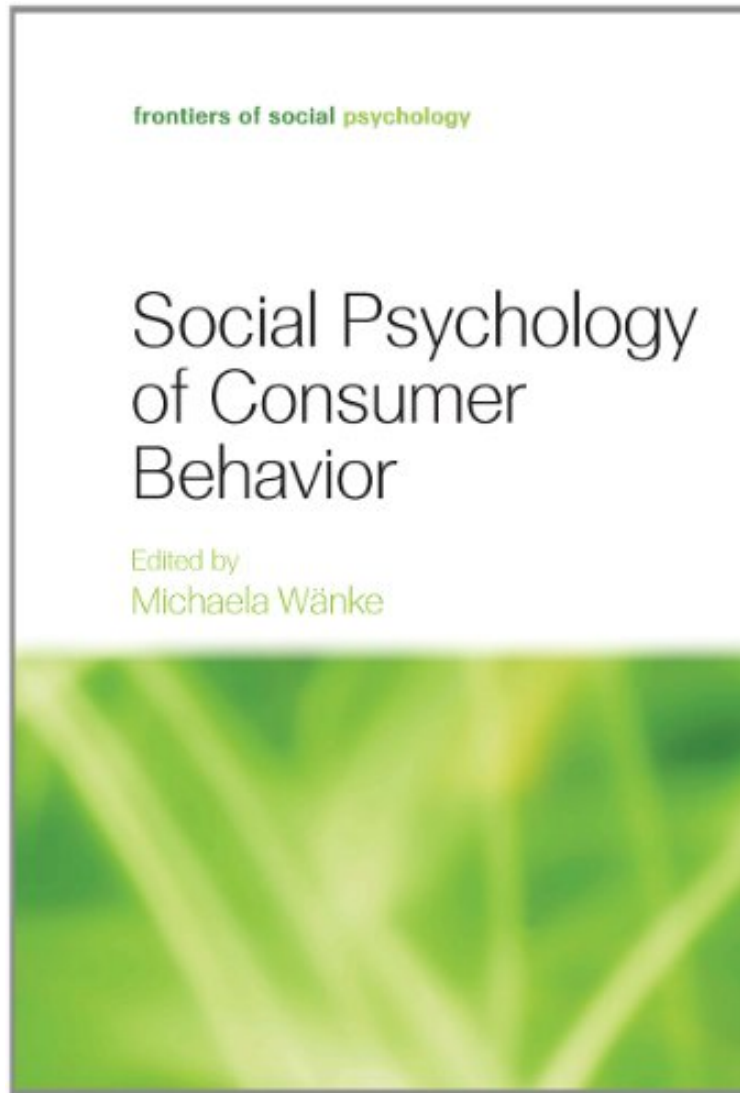


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## Social Psychology of Consumer Behavior (Frontiers of Social Psychology)

*Michaela Wauml;nke*  
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**Michaela Wauml;nke : Social Psychology of Consumer Behavior (Frontiers of Social Psychology)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Social Psychology of Consumer Behavior (Frontiers of Social Psychology):

1 of 1 people found the following review helpful. Great TextbookBy mystic1698I use this book for my MBA Consumer Behavior course. Book is a conglomerate of review chapters written by experts in the field. Very well written and quite an easy read. Great for graduate level courses because it is not too elementary but still summarizes

key points and makes for great classroom discussion. 1 of 1 people found the following review helpful. To the infinite and beyond... 2.0! By Othon Leon There are not many books on this matter out there. There are a few "classic" ones, which were written not long ago (10 or 15 years, actually), however, given today's pace of change, they are definitely outdated. Considering that the magazines' publishing industry is one of the most transformed by the recent technological waves of the past two decades, Mary Hogarth's book proved to be very much updated (consider that this edition is from 2013) and full of useful tips, deep insights, logical organization, etc. The author takes the reader from the generation of the idea(s) to create a magazine, to the launch platform, passing by all the implications in between (business models, digital age implications, technological trends, marketing strats, etc.). For the same token, Miss Hogarth leaves enough room for the reader to interpret and to adapt some of the explained ideas and concepts, at the same time that she guides him / her to do it efficiently. I especially appreciated the chosen format, for at the end of each chapter, a clear summary of it, is included, as well as an industry input's description and finally, a suggested action plan. Be advised that this book is mostly based on the British market, and that most of the used examples correspond to it; fortunately, in my opinion, 95% of the implied principles, concepts and ideas, are the same in practically all the markets. Interesting also the fact that the author continuously uses mentions of her own project (magazine) to make her points, which I believe is valuable if you consider that she has walked the talk, and keeps doing so... If I would have to use only three adjectives to describe this book, those would be: useful, relevant and thorough. One conclusion, you want? Read it!

The Social Psychology of Consumer Behavior brings together the most promising and theoretically fruitful research developments by internationally renowned scholars, whose work is at the cutting edge of research. Experts from both fields — social psychology and consumer behavior — provide an informed, up-to-date overview, from an original integrative perspective. The aim of this volume is two-fold. On the one hand, the application of social psychology to consumer behavior is meant to broaden the horizon of social psychologists. On the other hand, students and researchers of consumer behavior will be offered an advanced account of relevant theories tailored to their interests. While the range of topics is rather broad — including the construal of judgments and decisions, affective and cognitive feelings, social and media influences, and goals and self-regulation — each chapter is focused on one specific theoretical or methodological perspective and thereby gives a comprehensive and penetrative account of the relevant issues and the respective research. The volume provides an invaluable resource to students, researchers, and instructors in social psychology, consumer psychology, consumer behavior, and marketing.

About the Author Institut für Psychologie, Basel, Switzerland