



# Consumer Behavior and Managerial Decision Making (2nd Edition)

*Frank R Kardes*

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This scientific, sophisticated, yet readable book approaches the subject of consumer behavior by using a rigorous scientific orientation, and presenting material in three overlapping sections: basic concepts, persuasion, and managerial decision making. It discusses the principles and scientific investigation of consumer behavior and demonstrates how companies and organizations use them strategically every day. Chapter topics include consumer attention and comprehension; consumer memory, judgment, and choice; the message-learning approach to persuasion; affective and motivational approaches to persuasion; self-persuasion and social influence principles; online consumer behavior; new product development; product management; and strategies for improving managerial decision making. For individuals concerned with the attitudes and activities of today's buyer in the marketplace.



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