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### **Consumer Behavior: Building Marketing Strategy**

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Consumer Behavior: Building Marketing Strategy provides students with a usable, strategic understanding of consumer behavior. The authors believe that knowledge of the factors that influence consumer behavior can, with practice, be used to develop sound marketing strategy.

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Hawkins, Del I Subjects Consumer behavior - United States.; Case studies.; Consumer behavior - United States - Case studies. Summary This book is a strategic look at consumer behavior in order to guide successful marketing activities. The Wheel of Consumer Analysis is the organizing factor in the book.

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Consumer Behavior: Building Marketing Strategy builds on theory to provide students with a usable, strategic understanding of consumer behavior that acknowledges recent changes in internal and external influences, global marketing environments, and the discipline overall.

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The 13th edition of Mothersbaugh/Hawkins is tech-forward in both format and content, featuring the addition of Connect's robust digital suite, including SmartBook and other assignable interactives to help students learn, apply, and expand upon core marketing concepts and make assignment management and outcomes-based reporting easy.

**Consumer Behavior: Building Marketing Strategy: David L**

Consumer Behavior: Building Marketing Strategy / Edition 12 Consumer Behavior is a 4-color undergraduate (and graduate) consumer behavior text. The major purpose of the this text is to give students the knowledge and skills necessary to perform detailed consumer analysis in order to understand markets and develop effective marketing strategies.

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