Marketing and Consumer Behavior: Concepts, Methodologies, Tools, and Applications (4 Vols.)

Information Resources Management Association (USA)

As marketing professionals look for ever more effective ways to promote their goods and services to customers, a thorough understanding of customer needs and the ability to predict a target audience's reaction to advertising campaigns is essential.

Marketing and Consumer Behavior: Concepts, Methodologies, Tools, and Applications explores cutting-edge advancements in marketing strategies as well as the development and design considerations integral to the successful analysis of consumer trends. Including both in-depth case studies and theoretical discussions, this comprehensive four-volume reference is a necessary resource for business leaders and marketing managers, students and educators, and advertisers looking to expand the reach of their target market.

Topics Covered:

- Advertising
- Brand Management
- Consumer Behavior
- Consumer Culture
- Customer Relationship Management
- E-Commerce
- M-Commerce
- Online Merchandising
- Transcultural Marketing

Market: This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners. Ideal for classroom use.

Information Resources Management Association (IRMA) is a research-based professional organization dedicated to advancing the concepts and practices of information resources management in modern organizations. IRMA's primary purpose is to promote the understanding, development and practice of managing information resources as key enterprise assets among IRM/IT professionals. IRMA brings together researchers, practitioners, academicians, and policy makers in information technology management from over 50 countries.

Order Your Copy Today!

Name: _____

Organization: _____

Address: _____

City, State, Zip: _____

Country: _____

Tel: _____

Fax: _____

E-mail: _____

☐ Enclosed is check payable to IGI Global in
   US Dollars, drawn on a US-based bank

☐ Credit Card ☐ Mastercard ☐ Visa ☐ Am. Express

3 or 4 Digit Security Code: _____

Name on Card: _____

Account #: _____

Expiration Date: _____