

Contemporary Issues in Marketing and Consumer Behaviour



This exciting new edition of Maclaran and Parsons acclaimed consumer behaviour textbook is updated to include the most current contemporary issues whilst retaining its unique thematic 12-part structure, making it ideal for one-semester courses. Renowned thought leaders Pauline Maclaran and Liz Parsons have assembled a world-class team of writers, to each cover one key buzzword in consumer behaviour studies: building brand cultures, gender, ethics, sustainability and more. This thematic approach builds a broad understanding consumer behaviour though a lively and accessible focus on a variety of culturally relevant topics. Each chapter includes a range of teaching materials at the end of the chapter: a case study, questions for discussion and class exercises. New to this edition are: Integrated coverage of social media marketing and new sections on experiential marketing and charity marketing Brand new real-life case studies to accompany each chapter A brand new suite of instructor resources online, including Powerpoint slides and testbank questions This short textbook provides a complete off-the-shelf teaching package for Masters, MBA and advanced undergraduate modules in marketing and consumer behavior and a useful resource for dissertation study at both undergraduate and postgraduate levels.

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