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CONSUMER BEHAVIOR AND THE PRACTICE OF MARKETING, 2nd edition By Kenneth E. Runyon (Columbus, OH: Charles E. Merrill Publishing Co., 1980, 486 pp., \$19.95). CONSUMER BEHAVIOR By Leon G. Schiffman and Leslie Lazar Kanuk (Englewood Cliffs, NJ): Prentice-Hall, 1978, 489 pp., \$16.95). CONSUMER BEHAVIOR: BASIC FINDINGS AND MANAGEMENT IMPLICATIONS

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Developments in the realm of digitalization, cultural scenario and in consumer decision making— witnessed in the last couple of years—had brought about a need to revise Consumer Behaviour and Branding: Concepts, Readings and Cases-The Indian Context.

Emotion and Reason in Consumer Behavior provides new insights into the effects that emotion and rational thought have on marketing outcomes. It uses sound academic research at a level students and professionals can understand.

This updated edition of Teaching Students with Severe Disabilities, is written in a way that makes the most complex findings of research understandable and usable in the real educational world. Drawing on their own experiences, the authors bring a level of currency and reality to the book that is unparalleled. This book offers comprehensive coverage of all of the issues that are pertinent to teaching students with severe disabilities. The authors clearly and completely address both methodology and curriculum, presenting topics in the order in which a teacher would approach them: prior considerations, planning and assessment, general instructional procedures, and, finally, procedures targeted to learners with specific disabling conditions. In addition, they pay thoughtful attention to assessment, the role of paraprofessionals, and multicultural concerns.

This work shows how the various elements of consumer analysis fit together in an integrated framework, called the Wheel of Consumer Analysis. Psychological, social and behavioural theories are shown as useful for understanding consumers and developing more effective marketing strategies. The aim is to enable students to develop skills in analyzing consumers from a marketing management perspective and in using this knowledge to develop and evaluate marketing strategies. The text identifies three groups of concepts - affect and cognition, behaviour and the environment - and shows how these they influence each other as well as marketing strategy. The focus of the text is managerial, with a distinctive emphasis on strategic issues and problems. Cases and questions are included in each chapter.

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