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paperback. Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2012-08-01 Pages: 380 Publisher: Shanghaicaida basic information about the title: Consumer psychology tutorial (4th Edition universities excellent course textbook series) List Price: 42 yuan Author: Xu Ping Publisher: Shanghaicaida Publication Date :2012-08-01 ISBN: 9787564213244 Words: Page: 380 Revision: Binding: Folio: 16 Weight: Editor's Choice consumer psychology tutorial (fourth edition) seeks to use the dialectical materialism of Marxism theory and the general theory of General Psychology. marketing activities within systems research consumer phenomenon of mental activity and its laws. focuses on the mode of operation and marketing skills combined with the psychological characteristics of consumers. The book used in the field of marketing activities to general psychology and social psychology. elaborate mental processes and mental state of consumer buying behavior. influence and restrict the role of the psychological characteristics of individual consumers purchasing behavior. affect consumer psychology of external factors. the relationship between marketing strategy and consumer psychology. advertising. public relations. negotiations. product brand. color. packaging and consumer psychology relationship. Written by Xu Ping editor. Summary Table of Contents Preface Part One General Chapter of consumer psychology study consumer psychology section I. Section II of the formation and development of the third quarter of consumer psychology consumer psychology research methods Chapter Summary Questions Case Analysis Readings Part II of the second chapter of the consumers of the consumer psychology psychological process of Section 1 the awareness of consumers of mental activity. sect consumers of mental activity. emotional process of Section III of consumers of mental activity will process Chapter Summary Questions Case Study Readings consumer needs. consumer needs and motives Section I characteristics and morphology Section II of the needs of the consumers species with basic content to the...

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