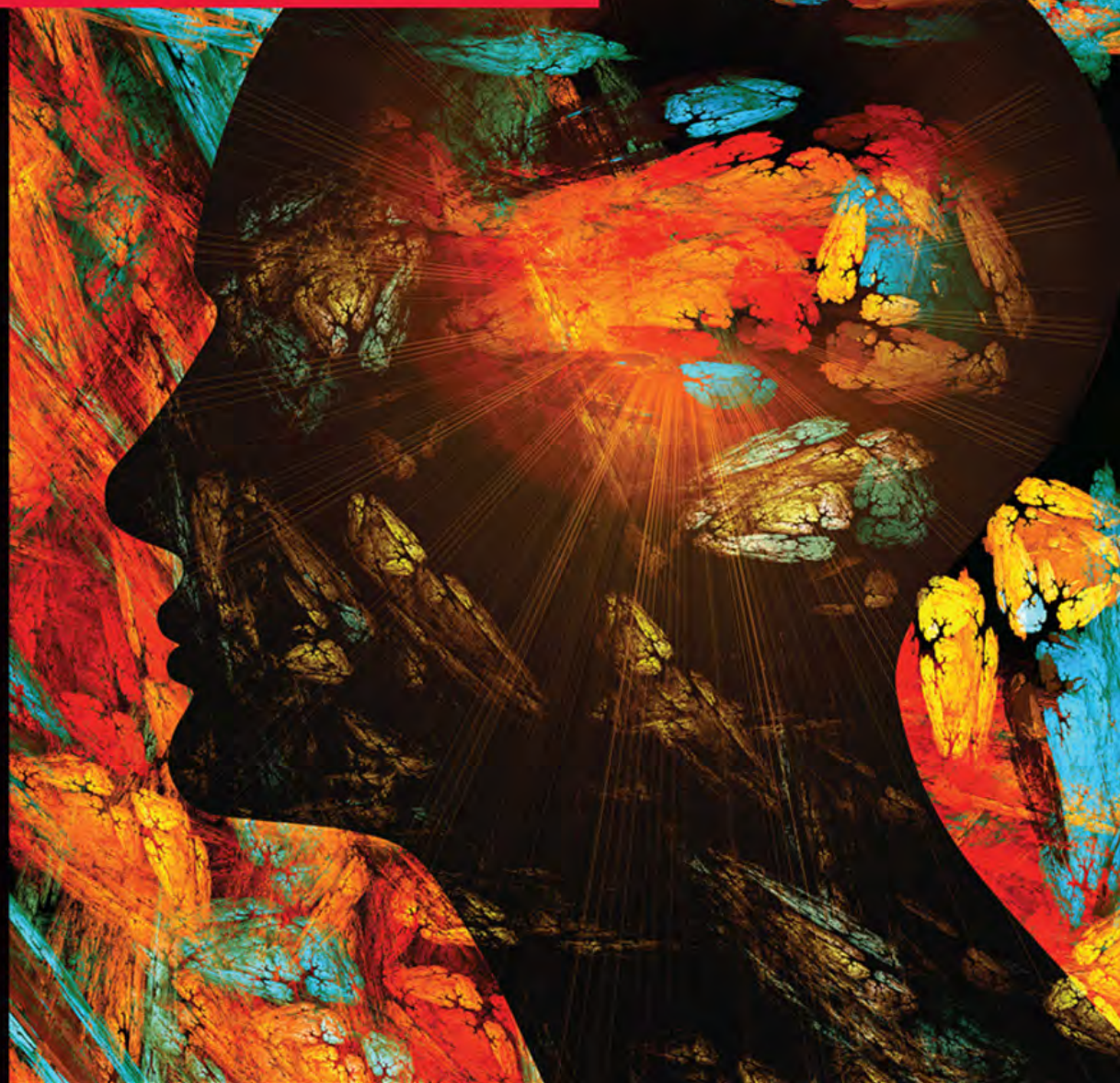


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The Routledge Companion to Consumer Behavior Analysis

Edited by Gordon R. Foxall

This book highlights one of the most important trends in understanding consumer behavior, and from some of the leading international scholars in the field. They explore the concept of consumer behavior analysis from different perspectives, this is a must read if you want to truly understand consumer behavior.

Sir Cary Cooper, *CBE, the 50th Anniversary Professor of Organizational Psychology and Health at Manchester Business School, University of Manchester, UK and President of the British Academy of Management*

This book presents a comprehensive coverage of consumer behavior analysis. It will introduce behavior analysts to how the science of behavior can be applied in this area and to the Behavioral Perspective model of consumer choice (BPM). Among the many topics it offers an excellent and readable introduction to operant behavioral economics and how this can be applied to consumer behavior. The writing is supported throughout by examples from the research and it addresses the application of laboratory research findings to consumer behavior. It will be a useful book and I recommend it.

T. Mary Foster, *Professor, University of Waikato, New Zealand*

I highly recommend this book to academics, researchers, organizational leaders and policy makers whose goals are to predict and influence consumer behavior. Most consumer research disregards the effect of the consumer setting on behavior and is often not grounded in empirically demonstrated principles. Fortunately, emerging ideas offered by Foxall et al. lay substantial groundwork for an advanced analysis of consumer behavior with workable implications for changing consumptive behaviors.

Ramona Houtmanfar, *Editor of the Journal of Organizational Behavior Management and Associate Professor and Director, The University of Nevada, USA*

The Routledge Companion to Consumer Behavior Analysis

The Routledge Companion to Consumer Behavior Analysis provides a unique and eclectic combination of behavioral, cognitive and environmental perspectives to illuminate the real-world complexities of consumer choice in a marketing-oriented economy. Edited by a leading authority in the field, the contributing authors have created a unique anthology for understanding consumer preference by bringing together the very latest research and thinking in consumer behavior analysis.

This comprehensive and innovative volume ranges over a broad multi-disciplinary perspective from economic psychology, behavioral psychology and experimental economics, but its chief focus is on the critical evaluation of consumer choice in the natural settings of affluent, marketing-oriented economies. By focussing on human economic and social choices, which involve social exchange, it explores and reveals the enormous potential of consumer behavior analysis to illuminate the role of modern marketing-oriented business organizations in shaping and responding to consumer choice.

This will be of particular interest to academics, researchers and advanced students in marketing, consumer behavior, behavior analysis, social psychology, behavioral economics and behavioral psychology.

Gordon R. Foxall is Distinguished Research Professor at Cardiff Business School, Cardiff University, where he directs the Consumer Behavior Analysis Research Group (CBAR), and he is also Visiting Professor in Economic Psychology at the University of Durham, UK.

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To Jean

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