



## Consumer Behaviour in Action

*Peter Ling, Steven D'Alessandro, Hume Winzar*

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**Consumer Behaviour in Action** Peter Ling, Steven D'Alessandro, Hume Winzar

"Consumer Behaviour in Action" introduces students to the fundamental concepts of consumer behaviour in a contemporary context. The text provides a balanced approach as it illustrates theory with practical applications and research methods for understanding consumers. Practical examples and case studies provide global, regional and local industry examples. Extended case studies covering topics such as Nike, Cricket Australia, Target, and McDonald's in overseas markets, draw together each part of the book to connect the themes discussed and encourage students to develop a deeper understanding of the material. Research and insights from fields such as psychology, sociology and complex systems are included.

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