

CONSUMER BEHAVIOR AND MARKETING STRATEGY

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- **Author:** J Paul Peter
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Product Description

This book takes a strategic look at consumer behavior in order to guide successful marketing activities. The Wheel of Consumer Analysis is the organizing factor in the book. The four major parts of the wheel are consumer affect and cognition, consumer behavior, consumer environment, and marketing strategy. Each of these components is the topic of one of the four major sections in the book.

About the Author

J. Paul Peter is another very highly regarded marketing educator and is also at UW-Madison. He has won many awards for his contributions through research, textbooks, and education. The Earl P. Strong Executive Education Professor of Marketing at Pennsylvania State University. He joined Penn Sate in 1971 after receiving his Ph.D. in consumer psychology from Purdue University. At Penn State, he has taught Consumer Behavior, Marketing Management, Advertising and Promotion Management, Research Methods, and Marketing Theory.