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Names: Schiffman, Leon G., author. | Wisenblit, Joseph, author. Title: Consumer behavior / Leon G. Schiffman, Joseph Wisenblit. Description: Twelfth edition. | Upper Saddle River, New Jersey : Pearson Education, [2019] Identifiers: LCCN 2017037515 | ISBN 9780134734828 Subjects: LCSH: Consumer behavior. | Motivation research (Marketing)

Consumer Behavior - Pearson Education

Leon G. Schiffman, Leslie Lazar Kanuk, Joseph Wisenblit. Pearson Prentice Hall, 2010 - Consumer behavior - 592 pages. 1 Review. The text that set the standard for consumer behavior study. Consumer Behavior explores how the examination and application of consumer behavior is central to the planning, development, and implementation of marketing strategies.

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