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Isabelle Szmigin is Professor of Marketing at the University of Birmingham. She has taught Consumer Behaviour at undergraduate and postgraduate level at universities in Britain and Asia, and has

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Her book Understanding the Consumer

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examines the complexity and unpredictability of consumers in the marketplace of the twenty first century. 2015 saw the publication of her Consumer Behaviour textbook co-authored with Professor Maria Piacentini of Lancaster University. Isabelle has held ESRC and British Academy Grants and is currently

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