

## Consumer Behavior Jim Blythe

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### Consumer Behavior Jim Blythe

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**Amazon.com: Consumer Behaviour (9781526450005): Sethna ...**

Jim Blythe is Visiting Professor of Marketing at University of Plymouth, UK. Jim Blythe has been a Merchant Navy officer, a ladies hairdresser, a business consultant, a rock musician, a truck driver, a company director and an award-winning playwright all before becoming an academic - he always planned on having a varied life and likes learning new skills.

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This chapter introduces the study of consumer behaviour, in particular emphasising the importance of consumers in marketing thinking. The chapter aims to outline the broad range of aspects of human beings which impinge on their purchasing and consumption behaviour, and therefore acts as a scene-setter for the rest of the book. 1.

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Informal yet academically rigorous in style, this fun textbook focuses on examples of international consumer behaviour in action, and provides open access online resources to encourage student engagement and understanding. The book strikes a balance between sociological and psychological aspects of consumer behavior and features coverage of social media, digital consumption and up to date marketing practice.

**Consumer Behaviour (4th ed.) by Sethna, Zubin (ebook)**

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