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paperback. Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date: October 2012 Pages: 159 Language: Chinese in Publisher: Shanghai University of Finance and Economics Press consumer behavior experiments tutorials Reading heart the first part of the game: analysis of consumer psychology and experimental. very simple to introduce consumer by behavior of the basic framework. The second part is the core part of the experimental tutorial: consumer behavior analysis system of four mind-reading module. The four experimental analysis of plate based on the theoretical basis of specific consumer behavior. complex consumer consumption behavior through the easy-to-data processing in accordance with the rigorous analytical thinking clearly presented. The third part through the specific cases described marketers how to apply the practical work in consumer behavior analysis system. practical application. and the application of the results intuitively presented to readers. for readers to learn from reference. to enable readers to quickly grasp consumer behavior analysis system the practical application of methods and self-analysis results. Help marketing managers established brand associations in different target markets for their products. a clear brand positioning. understanding attitude toward the brand. promoting the brand behavior to find the path of effective brand operators. Contents: Preface the first part of the mind-reading principle: the consumer behavior of consumer behavior and its influencing factors Overview Section 1 the basic concepts. consumers. consumer behavior. consumer behavior characteristics. the development of consumer behavior tend core contents of the third quarter of Section II of consumer behavior theory of consumer behavior research sources and methods. theoretical sources. research methods. the basic framework of the consumer behavior research IV consumer behavior in China's development Section I of the psychological factors that affect consumer behavior and the second chapter of the application...



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