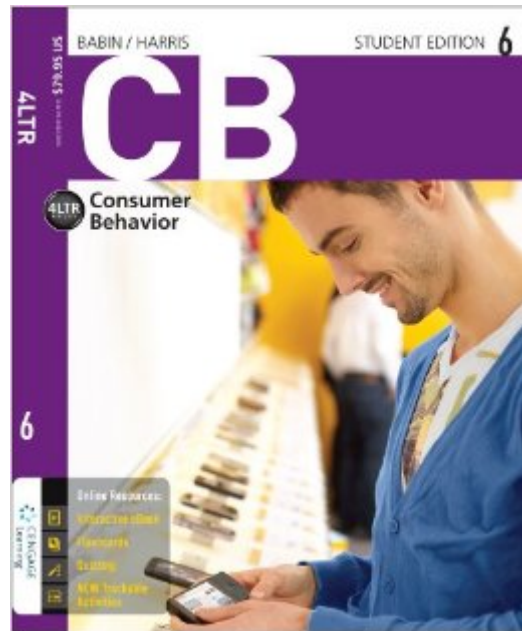


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CB6 (with CourseMate Printed Access Card) (New, Engaging Titles From 4LTR Press)



Synopsis

Created through a "student-tested, faculty-approved" review process with over 250 students and faculty, CB6 is an engaging and accessible solution to accommodate the diverse lifestyles of today's learners at a value-based price. Award-winning authors Babin and Harris cover essential topics of consumer behavior through a unique concept-driven presentation enhanced by online resources that appeal to today's students and encourage participation. New end-of-part cases highlight today's challenges, and the latest statistics on consumer behavior and contemporary examples reflect the most recent developments in business. New content demonstrates how the recent recession, green marketing, and natural disasters impact contemporary consumer behavior. Convenient chapter-by-chapter student study cards help users easily transition to this new edition. The CB6 Enhanced CourseMate interactive online resources bring concepts to life with learning and study tools that ensure user engagement. In an unforgettable presentation focused on users' needs, CB6 brings consumer behavior to life.

Book Information

Series: New, Engaging Titles from 4LTR Press (Book 6)

Paperback: 384 pages

Publisher: South-Western College Pub; 6 edition (January 29, 2014)

Language: English

ISBN-10: 1285189477

ISBN-13: 978-1285189475

Product Dimensions: 10.7 x 8.4 x 0.6 inches

Shipping Weight: 1.9 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 starsÂ Â See all reviewsÂ (23 customer reviews)

Best Sellers Rank: #131,148 in Books (See Top 100 in Books) #122 inÂ Books > Business & Money > Marketing & Sales > Marketing > Research #171 inÂ Books > Textbooks > Business & Finance > Marketing #186 inÂ Books > Business & Money > Marketing & Sales > Consumer Behavior

Customer Reviews

What a fascinating and well written text book. I learned so much from this book and even did the online stuff even though I was really pressed for time that semester. Marketing is not my major, but this book made we realize how vital and challenging it is. I had no idea.

Inexpensive to rent and short but sufficient chapters. What I loved most was the presentation of key terms and vocabulary. It was easy to pinpoint contextual definitions and critical details for online open book exams.

Bought this textbook for class and it arrived in excellent condition on time. The textbook itself is well written...very easy to read and follow! CourseMate has some additional tools online that are helpful but the website isn't very intuitive and it's a bit slow at loading.

Had to buy this book for a class but it's been a splendid, easy read thus far. Definitely recommend it!

Every chapter has been a quick and easy read. Really love it because I am taking an online course. Apparently, I do not need a teacher. Everything I need to learn is understood from my readings.

It was what I needed for my summer class, and it was new as could be upon arrival. Would recommend this to anyone who is looking for it online.

LOVED this book. Such fascinating info pertaining to consumer behavior with many statistics in the back. I highly recommend.

This book is great and the online portion is really helpful.

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