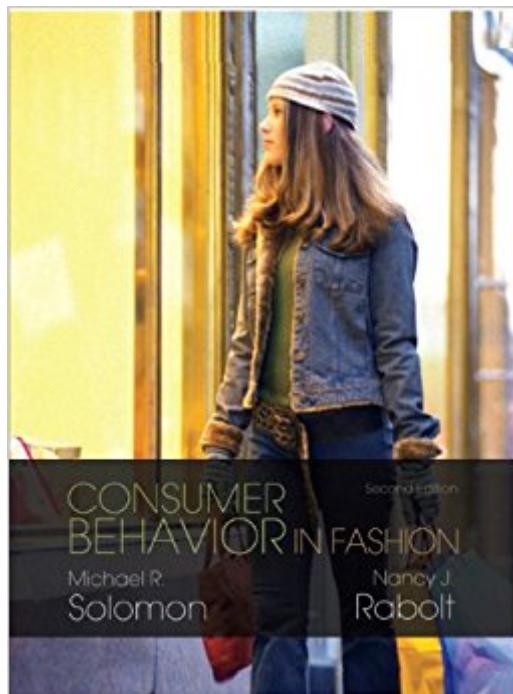


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Consumer Behavior In Fashion (2nd Edition)



Synopsis

In addition to contributing to the understanding of why people buy things, this book considers how products, services, and consumption activities contribute to the broader social world we experience. Consumer Behavior: In Fashion, Second Edition not only probes the psyche of the American consumer, but considers the multicultural perspectives of consumers from around the world. Models of consumer behavior underscore the complex interrelationships between the individual consumer and his/her social reality. Fashion and Interior Designers

Book Information

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Fashion is a driving force that shapes the way we live; it influences apparel, hairstyles, art, food, cosmetics, cars, music, toys, furniture, and many other aspects of our daily lives that we often take for granted. Fashion is a major component of popular culture; one that is everchanging. With a solid base in social science, and in economic and marketing research, Consumer Behavior: In Fashion provides a comprehensive analysis of today's fashion consumer. Up-to-date, thought-provoking information is presented in an engaging everyday context that helps students, business people and scholars understand how fashion shapes the everyday world of consumers. Among other special features, this comprehensive text: Starts each chapter with a consumer scenario used to analyze concepts covered in the chapter Relates consumer behavior concepts specifically to fashion products and processes Integrates the rapidly-evolving domain of fashion e-commerce Uses numerous fashion ads to explore how fashion companies attempt to communicate with their markets Includes both a marketing and consumer approach to the business

of fashion Highlights both good and bad aspects of fashion marketing and offers a chapter on consumer and business ethics, social responsibility, and environmental issues Includes a chapter on consumer protection by business, government, and independent agencies --This text refers to an out of print or unavailable edition of this title.

Michael R. Solomon, Ph.D., is Professor of Marketing and Director of the Center for Consumer Research in the Haub School of Business at Saint Joseph's University, Philadelphia, USA. San Francisco State University

college book

For school right book, too expensive though.

Huge and very complete, but not so easy reading, more like a support book, I'm using it for my thesis.

This book is well written and interesting. It explains the drive behind why and what people buy, important for any designer.

First of all: The content of the book is really interesting and also quite easy to read since it is written in a very nice way. BUT the book was in such a bad condition that it is more than ridiculous to pay 100 \$ for it. It already loses some pages and the worst thing is that all the pictures are totally blurred and often hard to understand since they are all black and white. This makes it really difficult to figure out what the meaning of all the statistics or graphics are since you don't know which line is what. I'm quite confused since the book should be an original but it looks like a cheap copie. I'm totally disappointed since a lot of graphics in the book are just useless...

the book was in good condition and shipped quickly! thanks for a great experience!

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