



Consumer Behaviour

By Jim Blythe

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Consumer Behaviour By Jim Blythe

Why do you choose the things you buy – such as this textbook, a smartphone or an item of clothing? How often, where, and instead of what? What do you consider a boring necessity or a fun luxury? What do you do with products once you've purchased them? When do you decide to chuck them and why?

As a consumer you make conscious and unconscious decisions, nonstop, every day of your life. **This is Consumer Behaviour!**

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Consumer Behaviour By Jim Blythe Bibliography

- Sales Rank: #2032772 in Books
- Published on: 2013-04-24
- Released on: 2014-01-20
- Original language: English
- Number of items: 1
- Dimensions: 10.43" h x 1.11" w x 7.68" l, .0 pounds
- Binding: Paperback
- 472 pages

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Editorial Review

Review

'Blythe writes as he speaks - a no-nonsense approach to engaging students and conveying key information on consumer behaviour. An excellent text, in true Jim Blythe style!'

Zubin Sethna, Principal Lecturer in Marketing
University of Bedfordshire Business School, UK

About the Author

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. Currently he is trying to learn to grow vegetables (with limited success...), but he has a pilot's licence and has learned to play drums in a samba band, so the beat goes on.

Jim has written 18 books, over 50 journal articles, and has contributed chapters to 8 other books. He has taught overseas, written open-learning packs for international training organisations and has been a Senior Examiner for the Chartered Institute of Marketing.

His next venture is to study for a degree in modern languages – having left school at 16 he thinks it's time to get the education he missed out on. He holds four real degrees (including one fake), and therefore feels somewhat irritated that he is mainly known for winning the Cardiff heat of the TV show, Come Dine With Me. Perhaps the latest editions of his textbooks will help redress the balance a little...

Users Review

From reader reviews:

Mary Wright:

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Joshua Atkins:

Spent a free time to be fun activity to accomplish! A lot of people spent their spare time with their family, or their particular friends. Usually they carrying out activity like watching television, planning to beach, or picnic inside the park. They actually doing same every week. Do you feel it? Do you want to something different to fill your personal free time/ holiday? Might be reading a book might be option to fill your free time/ holiday. The first thing that you ask may be what kinds of reserve that you should read. If you want to try look for book, may be the reserve untitled Consumer Behaviour can be fine book to read. May be it might be best activity to you.

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Reading can called mind hangout, why? Because if you are reading a book mainly book entitled Consumer Behaviour your mind will drift away trough every dimension, wandering in each and every aspect that maybe not known for but surely will become your mind friends. Imaging each and every word written in a publication then become one application form conclusion and explanation which maybe you never get previous to. The Consumer Behaviour giving you another experience more than blown away the mind but also giving you useful info for your better life with this era. So now let us explain to you the relaxing pattern the following is your body and mind will be pleased when you are finished reading it, like winning a game. Do you want to try this extraordinary wasting spare time activity?

Franklin Crossland:

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