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The Routledge International Handbook of Consumer Psychology will be essential reading for anyone interested in how the perceptions, feelings and values of consumers interact with the decisions they make in relation to products and services in a global context. It will also be key reading for students and researchers across psychology and marketing, as well as professionals interested in a deeper understanding of the field.

**Routledge International Handbook of Consumer Psychology**

The book is divided into seven sections, offering a truly comprehensive reference work that covers: The historical foundations of the discipline and the rise of globalization The role of cognition and multisensory perception in consumers ' judgements The social self, identity and well-being, including their relation to advertising Social and cultural influences on consumption, including politics and religion Decision making, attitudes and behaviorally based research Sustainable consumption ...

**Routledge International Handbook of Consumer Psychology**

Routledge International Handbook of Consumer Psychology (Routledge International Handbooks) eBook: Cathrine V. Jansson-Boyd, Magdalena J. Zawisza: Amazon.co.uk: Kindle Store

**Routledge International Handbook of Consumer Psychology** ...

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The Routledge International Handbook of Consumer Psychology aims to provide "an outline of the current state of research on a wide range of areas within consumer psychology" (p. xi). Edited by Cathrine V. Jansson-Boyd and Magdalena J. Zawisza, the handbook comprises of 34 chapters and boasts contributions from 71 different authors across 11 ...

**Routledge International Handbook of Consumer Psychology**

The book is divided into seven sections, offering a truly comprehensive reference work that covers: The historical foundations of the discipline and the rise of globalization The role of cognition and multisensory perception in consumers ' judgements The social self, identity and well-being, including their relation to advertising Social and cultural influences on consumption, including politics and religion Decision making, attitudes and behaviorally based research Sustainable consumption ...

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