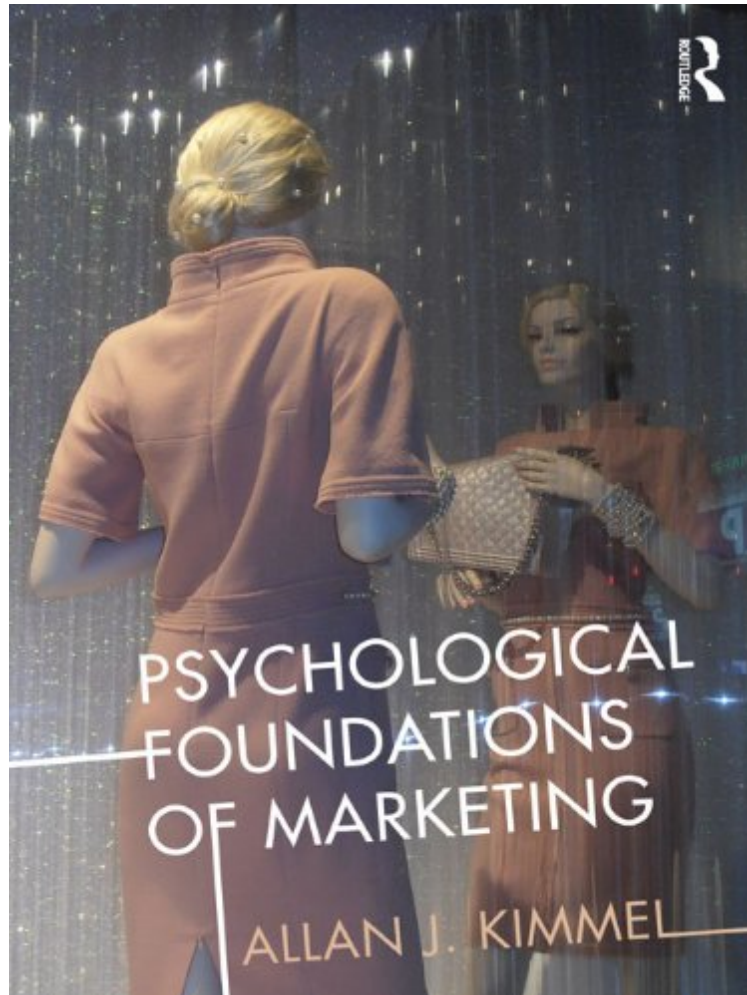


Psychological Foundations of Marketing

Professor of Marketing Escp-Eap Allan J Kimmel
**Download PDF / ePub / DOC / audiobook / ebooks*



[Download](#)

[Read Online](#)

#1804076 in eBooks 2012-11-12 2012-11-12 File Name: B00ABLE7GG | File size: 20.Mb

Professor of Marketing Escp-Eap Allan J Kimmel : Psychological Foundations of Marketing before purchasing it in order to gage whether or not it would be worth my time, and all praised Psychological Foundations of Marketing:

1 of 1 people found the following review helpful. Very nice insights into social media issuesBy Lars E. PernerA very thorough and comprehensive, yet very readable review of research in consumer psychology. Very thoughtful coverage of both theory and practical applications. Very nice insights into social media issues.

A CHOICE Outstanding Academic Title 2013!Are we influenced by ads even when we fast-forward them? Do brands extend our personalities? Why do we spend more when we pay with a credit card?Psychological Foundations of Marketing considers the impact of psychology on marketing practice and research, and highlights the applied aspects of psychological research in the marketplace. This book presents an introduction to both areas, and provides a survey of the various contributions that psychology has made to the field of marketing. Each chapter considers a key topic

within psychology, outlines the main theories, and presents various practical applications of the research. Topics covered include: Motivation: The human needs at the root of many consumer behaviors and marketing decisions. Perception: The nature of perceptual selection, attention and organization and how these perceptual processes relate to the evolving marketing landscape. Decision making: How and under what circumstances it is possible to predict consumer choices, attitudes and persuasion? Personality and lifestyle: How insight into consumer personality can be used to formulate marketing plans. Social behavior: The powerful role of social influence on consumption. This book will be of great interest to a diverse audience of academics, students and professionals, and will be essential reading for courses in marketing, psychology, consumer behavior and advertising.

"The book provides excellent coverage of the consumer decision process: problem recognition, information search, evaluation of alternatives, the decision, and postdecision evaluation. Noteworthy is the discussion of the impact of the Internet and social media on how consumers interact with each other and with marketers. This excellent, extensively documented work portrays how and why successful marketing programs begin and end with consumers, and how marketers can deliver customer value and satisfaction. Summing Up: Highly recommended. All levels of students, researchers, practitioners, and general readers." - N. A. Govoni, Babson College in CHOICE "If indeed we are what we buy, the field of consumer psychology plays an integral role in explaining who we are. Prof. Kimmel offers both scholars and laymen a highly readable overview of the psychological underpinnings of marketing theory and practice. His synopsis looks backward to the fundamentals of consumer psychology, and forward to emerging areas such as neuromarketing and virtual identity. It's a great "one-stop shopping" solution for readers who want to appreciate the fascinating synergies between psychology and consumption." - Michael R. Solomon, Ph.D. Professor of Marketing, Saint Joseph's University, Philadelphia "This book provides a solid foundation in the concepts, principles, and processes that determine the whys and hows of consumer behavior at its core. Kimmel grounds us in classic and state-of-the-art psychological research that can inform and advance marketing academics and practice. If you understand that marketing success rests on a deep understanding of the customer, read this book." - Susan Fournier, Professor of Marketing, Boston University "Psychological Foundations of Marketing considers the impact of psychology on marketing practice and research, and highlights the applied aspects of psychological research in the marketplace." - Journal of Consumer Policy, 2013

About the Author Allan J. Kimmel is Professor of Marketing at ESCP Europe in Paris, France and has served as a visiting lecturer at Universit e Paris IX-Dauphine (Paris), TEC de Monterrey (Mexico), Universidad de San Andr es (Buenos Aires, Argentina), Turku School of Economics (Finland) and the University of Vaasa (Finland). His research and writing interests focus on consumer behavior, marketing and research ethics, deception, commercial rumors, connected marketing and word of mouth.