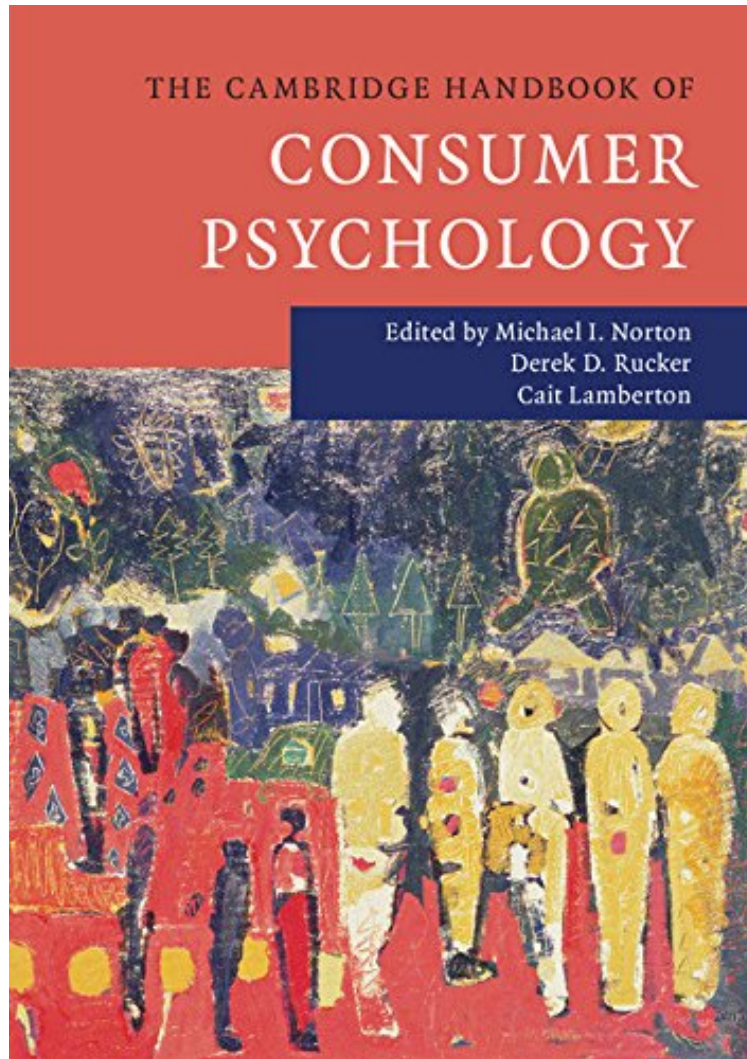


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# The Cambridge Handbook of Consumer Psychology (Cambridge Handbooks in Psychology)

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**From Cambridge University Press : The Cambridge Handbook of Consumer Psychology (Cambridge Handbooks in Psychology)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Cambridge Handbook of Consumer Psychology (Cambridge Handbooks in Psychology):

Why do consumers make the purchases they do, and which ones make them truly happy? Why are consumers willing to spend huge sums of money to appear high status? This Handbook addresses these key questions and many more. It provides a comprehensive overview of consumer psychology, examining cutting-edge research at the individual,

interpersonal, and societal levels. Leading scholars summarize past and current findings, and consider future lines of inquiry to deepen our understanding of the psychology behind consumers' decision making, their interactions with other consumers, and the effects of societal factors on consumption. The Cambridge Handbook of Consumer Psychology will act as a valuable guide for faculty as well as graduate and undergraduate students in psychology, marketing, management, sociology, and anthropology.

"The Cambridge Handbook of Consumer Psychology does a beautiful job of bringing together some of the most important and interesting researchers currently working in the field. It not only affords us the chance to learn about a wonderful range of current research but it also offers an exciting glimpse of possibilities to come." Dan Ariely, Fuqua School of Business, Duke University, North Carolina

"The Cambridge Handbook of Consumer Psychology provides an excellent compilation of recent research findings centered in individual, social, and societal issues in consumer psychology. Importantly, the handbook also sets the stage for the future by raising interesting research questions that the academic community will look to pursue. This Handbook is an important read for anyone interested in knowing where the field is going in the coming years." Darren Dahl, Sauder School of Business, University of British Columbia, Vancouver

About the Author Michael I. Norton is a Professor of Business Administration in the Marketing Unit at Harvard Business School. He is the coauthor, with Elizabeth Dunn, of *Happy Money: The Science of Smarter Spending* (2013). Derek D. Rucker is the Sandy and Morton Goldman Professor of Entrepreneurial Studies in Marketing at Northwestern University's Kellogg School of Management. His articles have appeared in numerous publications, including the *Journal of Personality and Social Psychology*, the *Journal of Consumer Research*, the *Journal of Marketing Research*, and the *Journal of Consumer Psychology*. Cait Lambertson is an Associate Professor and Fryrear Faculty Fellow in Marketing at the Katz Graduate School of Business at the University of Pittsburgh. Her work has been published in the *Journal of Consumer Research*, the *Journal of Consumer Psychology*, the *Journal of Marketing Research*, the *Journal of Marketing*, and the *Journal of Public Policy and Marketing*.