

The book was found

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

Paperback: 600 pages

Publisher: Prentice Hall; 2 edition (August 9, 2008)

Language: English

ISBN-10: 0131714740

ISBN-13: 978-0131714748

Product Dimensions: 7.8 x 1.4 x 9.8 inches

Shipping Weight: 2.6 pounds

Average Customer Review: 3.3 out of 5 stars [See all reviews](#) (7 customer reviews)

Best Sellers Rank: #170,918 in Books (See Top 100 in Books) #28 in [Books > Textbooks >](#)

[Humanities > Design](#) #50 in [Books > Business & Money > Industries > Fashion & Textile](#) #227 in [Books > Business & Money > Marketing & Sales > Consumer Behavior](#)

Customer Reviews

Note: This review is based on the condition I received it upon. The book arrived with the binding detached from the book. My advice to anyone who rents textbook: PLEASE try to select a textbook based on better condition instead of a cheaper price. The cheaper, the poorer condition the book will be when you receive it. I will post pictures for proof.

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

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

For school right book, too expensive though.

[Download to continue reading...](#)

Kelley Blue Book Consumer Guide Used Car Edition: Consumer Edition July - September 2016
(Kelley Blue Book Used Car Guide Consumer Edition) Consumer Behavior in Fashion (2nd Edition)
Back to the 80s: 1980s Fads and Fashion Coloring Book: Adult Coloring Books Fashion, 80s
Coloring Book, 1980s Coloring Book, Fashion Coloring Book ... Fashion Coloring Book for Adults)
(Volume 1) Consumer-Centric Category Management : How to Increase Profits by Managing
Categories based on Consumer Needs Consumer Behavior: Building Marketing Strategy, 12th
Edition Consumer Behavior (11th Edition) Consumer Behavior (10th Edition) Consumer Behavior:
Buying, Having, and Being (12th Edition) Consumer Behavior: Buying, Having, and Being (11th
Edition) Consumer Behavior and Culture: Consequences for Global Marketing and Advertising
Consumer Behavior Consumer Behavior: Building Marketing Strategy Consumer Behavior: Buying,
Having, and Being Consumer Behavior: A Strategic Approach Data-ism: The Revolution
Transforming Decision Making, Consumer Behavior, and Almost Everything Else Fashion: From
Concept to Consumer (9th Edition) Crucial Accountability: Tools for Resolving Violated
Expectations, Broken Commitments, and Bad Behavior, Second Edition: Tools for Resolving
Violated Expectations, ... and Bad Behavior, Second Edition AUDIO Understanding Human
Behavior: A Guide for Health Care Providers (Communication and Human Behavior for Health
Science) America's Next Top Model: Fierce Guide to Life: The Ultimate Source of Beauty, Fashion,
and Model Behavior Applied Behavior Analysis (2nd Edition)

[Dmca](#)