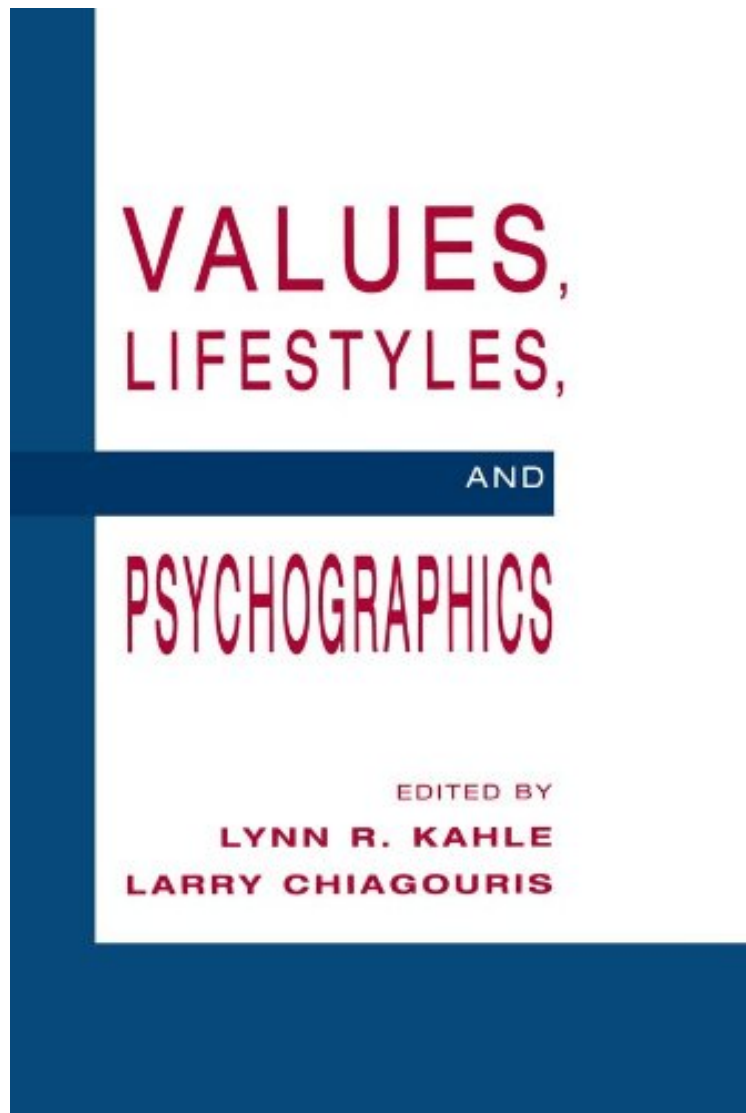


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Values, Lifestyles, and Psychographics (Advertising and Consumer Psychology)

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From Psychology Press : Values, Lifestyles, and Psychographics (Advertising and Consumer Psychology)

before purchasing it in order to gage whether or not it would be worth my time, and all praised Values, Lifestyles, and Psychographics (Advertising and Consumer Psychology):

1 of 1 people found the following review helpful. Values, Lifestyles, and PsychographicsBy ProfVery good book with many interesting ideas. This is a volume made from conference presentations.Not at the level of journal publications and the arguments are sometimes a bit "loose" but the ideas and the summary of theories is good. Definitely a good

read if you find it at a good price as I did (the price as "new" item is a theft).

This book showcases papers presented at the annual Advertising and Consumer Psychology Conference. The contributors -- active scholars with both practitioner and academic backgrounds -- share an interest in the general area of psychographics, values, and lifestyle in advertising. The interdisciplinary and international mix of authors bring a diverse perspective to this volume, which is divided into four nonorthogonal sections. The first section deals with theoretical and conceptual issues in advertising research, while the second section presents chapters devoted to improving methodology. The final two sections illustrate how value, lifestyle, and psychographic research have been used to understand differences among people. The first of these final two sections emphasizes differences among people at different times (commonly called trend research), and the second emphasizes differences among people across national boundaries. Collectively, these chapters illustrate how practical state-of-the-art research in values, lifestyles, and psychographics can be. Thoughtful consideration of values, lifestyles, and psychographics as they are manifested in quality research can improve advertising and marketing practice, and can help the business community deliver products and services that are more in line with consumers' needs.

...the contributors are indeed some 'of the most important scholars in the world'...the book has an introspective, scholarly and theoretical nature....Many new studies and techniques are announced and explained....This made me very aware of the background work that goes on to devise the methodologies and tools that we probably take for granted.---What's New