



Consumer Behavior and Marketing Strategy: By J. Paul Peter, Jerry C. Olson (Mcgraw-Hill/Irwin Series in Marketing)

J. Paul Peter, Jerry C. Olson

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"Consumer Behaviour", 7/e by Peter and Olson provides students with the knowledge and skills necessary to perform consumer analyses that can be used for understanding markets and developing effective marketing strategies. The authors have developed the 'Wheel of Consumer Analysis', which is a tool to help the reader understand how consumer affect and cognition, consumer behaviour, consumer environment, and marketing strategy interact. The Wheel Model is a powerful tool for analysing and understanding consumer behaviour and can be used to guide the development of effective marketing strategies.



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