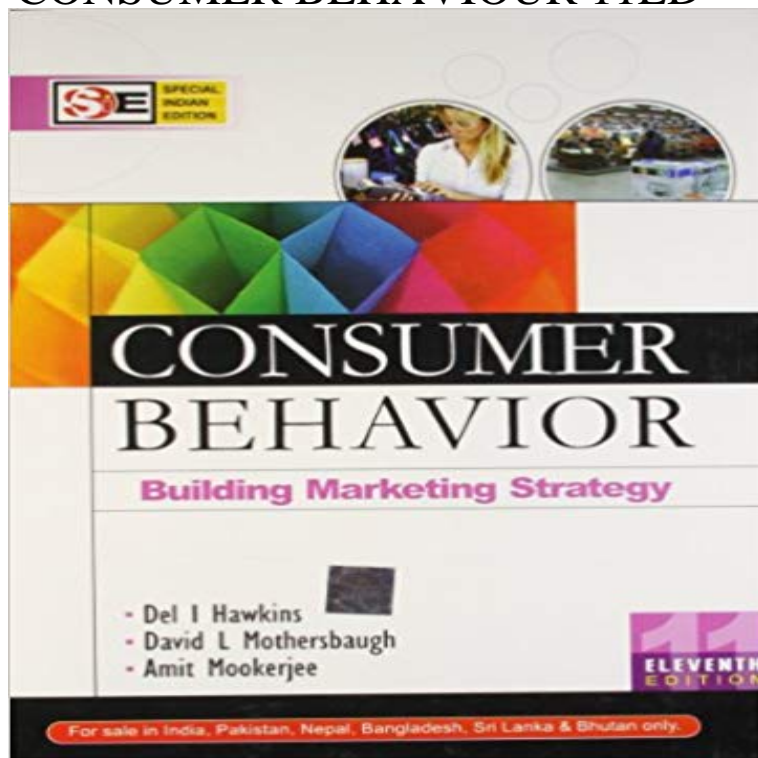


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This text is designed to provide usable managerial understanding of consumer behaviour. It is the most current, relevant, and balanced presentation of the subject matter in the context of building marketing strategy. It presents a comprehensive description of various concepts and theories useful for understanding consumer behaviour and illustrates with the help of examples, how these concepts are used in the development of such strategy.

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