消費者行動の伝説的人物
－M.B.ホルブルック－全15巻


本書は、第1巻「伝統的決定指向アプローチ：態度、情報処理、Features-Perceptions-Affectモデル」、第2巻「急進的」実験的観察：消費行動と顧客価値」、第3巻「感情」、第4巻「美学と趣味」第1部：芸術と娯楽」、第5巻「美学と趣味」第2部：パーソナリティ・階級・専門知識の効果」、第6巻「ノスタルジアと年齢に関連した選好」、第7巻「定量的方法：MDS, MDA, CCA他」、第8巻「質的方法－第1部：解釈的アプローチ」、第9巻「質的方法－第2部：象徴的消費者行動あるいは消費の象徴主義」、第10巻「質的方法－第3部：主観的個人的内省」、第11巻「マーケティングの応用：ブランドリング、コミュニケーション、戦略」、第12巻「マクロマーケティングの応用－第1部：倫理的懸念、社会問題、ペット」、第13巻「マクロマーケティングの応用－第2部：マーケティング対消費者研究」、第14巻「インスピレーションの応用－第1部：学問と創造性」の各巻から構成されています。
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