

Consumer Behaviour (BUS020N561Y)

Consumer Behaviour (BUS020N561Y) - Not running 2014/15

View Online



-
1.

Solomon, Michael R. Consumer Behaviour: A European Perspective. 4th ed. Financial Times Prentice Hall; 2010.

 2.

Schiffman, Leon G., Kanuk, Leslie Lazar, Wisenblit, Joseph. Consumer Behavior. 10th ed., Global ed. Pearson Prentice Hall; 2010.

 3.

Schiffman, Leon G., Kanuk, Leslie Lazar, Hansen, Ha
vard. Consumer Behaviour: A European Outlook. 2nd ed. Financial Times Prentice Hall; 2012.

 4.

East, Robert, Vanhuele, Marc, Wright, Malcolm. Consumer Behaviour. SAGE; 2008.

 5.

Consumer Behaviour: European Perspective. Prentice Hall/Financial Times; 2009.

 6.

Jim Blythe. Consumer Behaviour. Thomson Learning

7.

Lewis, Alan. The Cambridge Handbook of Psychology and Economic Behaviour (Electronic Resource). Cambridge University Press; 2008.

<https://roe.idm.oclc.org/login?url=http://www.vlebooks.com/vleweb/product/openreader?id=Roehampton&isbn=9780511390920&uid=^u>

8.

Nair, Suja R., ebrary, Inc. Consumer Behaviour and Marketing Research: (Text and Cases). Rev. ed. Himalaya Pub. House; 2009.

9.

Parsons, Elizabeth, Maclaran, Pauline. Contemporary Issues in Marketing and Consumer Behaviour. Butterworth-Heinemann; 2009.

10.

Gellner, Ernest. Nations and Nationalism. Vol New perspectives on the past. 2nd ed. Blackwell; 2006.

11.

Brand America: The Making, Unmaking and Remaking of the Greatest National Image of All Time by Anholt, Simon, Hildreth, Jeremy.

<http://prism.talis.com/roehampton/items/640188?query=anholtbrand&resultsUri=items?query=anholt+brand>

12.

Pant, Himanshu, ebrary, Inc. Advertising and Consumer Behaviour. ABD Publishers; 2007.

13.

Lewis, Tania, Potter, Emily. Ethical Consumption: A Critical Introduction. Routledge; 2011.

14.

Jansson-Boyd, Cathrine V. Consumer Psychology (Electronic Resource). Open University Press; 2010.
<https://roe.idm.oclc.org/login?url=https://ebookcentral.proquest.com/lib/roehampton-ebooks/detail.action?docID=771418>

15.

MacInnis DJ, Folkes VS. The Disciplinary Status of Consumer Behavior: A Sociology of Science Perspective on Key Controversies. *Journal of Consumer Research*. 2010;36(6):899-914. doi:10.1086/644610

16.

Goodman, Michael K., Goodman, David, Redclift, M. R., ebrary, Inc. Consuming Space: Placing Consumption in Perspective. Ashgate Pub. Limited; 2010.

17.

Schiffman, Leon G., Kanuk, Leslie Lazar, Hansen, Ha

vard. Consumer Behaviour: A European Outlook. 2nd ed. Financial Times Prentice Hall; 2012.

18.

Arnould EJ, Thompson CJ. Consumer Culture Theory (CCT): Twenty Years of Research. *Journal of Consumer Research*. 2005;31(4):868-882. doi:10.1086/426626

19.

Featherstone, Mike, ebrary, Inc. Consumer Culture and Postmodernism. Vol Theory, culture&society. 2nd ed. SAGE Publications; 2007.

20.

Holbrook, Morris B. The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun. The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun. Journal of Consumer Research. 9 Issue 2, p132-140, 9p, 1 Diagram(9 Issue 2, p132-140, 9p, 1 Diagram).

21.

Raab, Gerhard, ebrary, Inc. The Psychology of Marketing: Cross-Cultural Perspectives. Gower; 2010.