



Consumer Behavior

By Roger D. Blackwell, Paul W. Miniard, James F. Engel

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This text contains diverse and balanced coverage of consumer behavior research in theory and application from some of the pioneering authors in this field. Ideal for one-term courses in consumer behavior offered by both marketing and psychology departments. This was the first text to integrate behavioral science with the decision orientation of the business school.

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Editorial Review

About the Author

Roger D. Blackwell is a recently retired Professor of Marketing and Logistics from the Fisher College of Business at the Ohio State University. He is also President of Roger Blackwell Associates, Inc., a consulting firm in Columbus, Ohio, through which he has worked with many of America's most successful companies. Dr. Blackwell was named Outstanding Marketing Educator in America by Sales and Marketing Executives International and received the Alumni Distinguished Teaching Award, the highest award given by the Ohio State University, and in 2004 he was the first inductee to the Central Ohio Marketing Hall of Fame. In 2005, he received three additional teaching awards, reflecting the depth of knowledge and enthusiasm for teaching that make him a favorite among students. Dr. Blackwell received his B.S. and M.S. degrees from the University of Missouri and his Ph.D. from Northwestern University. He also received an honorary doctorate from the Cincinnati College of Mortuary Science. He resides in Columbus, Ohio, and serves on numerous boards of both privately and publicly held corporations. He is the author or coauthor of a number of best-selling business books including CONSUMER DRIVEN HEALTH CARE (2005), BRANDS THAT ROCK (2003), CUSTOMERS RULE (2001), FROM MIND TO MARKET (1997), and From THE EDGE OF THE WORLD (1995). His research has been published in the Journal of Marketing Research, Journal of Advertising Research, Journal of Marketing, Journal of Retailing, and other publications.

Paul W. Miniard earned his B.S., M.A., and Ph.D. at the University of Florida and is currently the BMI Professor of Marketing at Florida International University. Previously, he was a tenured member of the faculties at the University of South Carolina and the Ohio State University. Dr. Miniard is well known through his published research in the areas of advertising and consumer behavior. His research has appeared in a number of leading journals, including Journal of Advertising, Journal of Advertising Research, Journal of Business Research, Journal of Consumer Psychology, Journal of Consumer Research, Journal of Experimental Social Psychology, Journal of Marketing, Journal of Marketing Research, Journal of Public Policy & Marketing, Journal of the Academy of Marketing Science, and Marketing Letters. He has received a number of honors and awards for his research, service, and teaching at both the undergraduate and graduate levels. He also serves as a consultant and expert witness in areas involving advertising and consumer behavior.

James F. Engel earned his B.S. at Drake University and obtained his Ph.D. at the University of Illinois, Urbana. Professor Engel has a distinguished name in the study of consumer behavior. He was honored by his peers in 1980 as the founder of the field when he was named one of the first two Fellows of the Association for Consumer Research. He received a similar citation with the prestigious Paul D. Converse Award of the American Marketing Association. These honors were given in recognition of his pioneering research (which he began in 1960), his original role as senior author of this textbook, and other forms of leadership. Dr. Engel is the retired Distinguished Professor of Marketing and Director of the Center for Organizational Excellence at Eastern College, St. Davids, Pennsylvania. In his career, Professor Engel shifted his emphasis from consumer goods marketing to the application of nonprofit marketing principles to religious organizations worldwide. He has served as a consultant and management development specialist with hundreds of organizations in more than sixty countries.

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