



Understanding Consumer Decision Making: The Means-end Approach To Marketing and Advertising Strategy

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The goal of this book is to help business managers and academic researchers understand the means-end perspective and the methods by which it is used, and to demonstrate how to use the means-end approach to develop better marketing and advertising strategy. The authors discuss methodological issues regarding interviewing and coding, present applications of the means-end approach to marketing and advertising problems, and describe the conceptual foundations of the means-end approach.

This book is of interest to academic researchers in marketing and related fields, graduate students in business, marketing research professionals, and business managers. It is intended as a reference book containing ideas about the means-end approach and its applications.

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