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Consumer Behavior: Authors: Wayne D. Hoyer, Deborah J. MacInnis, Rik Pieters: Edition: 6: Publisher: Cengage Learning, 2012: ISBN: 1285402863, 9781285402864: Length: 560 pages: Subjects

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Hoyer, Wayne D., Deborah J. MacInnis and Rik Pieters (2013), *Consumer Behavior*, 6th Edition. Houghton Mifflin Company, New York, New York.

COURSE OBJECTIVES: Consumer behavior is one of the most rapidly growing areas of marketing. The marketing concept discussed in any introductory marketing course states that the

BMKT 337.02: Consumer Behavior

Participants will enhance their analytical capabilities and learn efficient problem solving in consumer research. Essential Reading Material. Hoyer, Wayne D., MacInnis, Deborah J., Pieters, Rik (2008): *Consumer Behavior*, 6th edition, New York, Houghton Mifflin Company

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