



## Consumer Behaviour

By Jim Blythe



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### Consumer Behaviour By Jim Blythe

Why do you choose the things you buy – such as this textbook, a smartphone or an item of clothing? How often, where, and instead of what? What do you consider a boring necessity or a fun luxury? What do you do with products once you've purchased them? When do you decide to chuck them and why?

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### Editorial Review

#### Review

'Blythe writes as he speaks - a no-nonsense approach to engaging students and conveying key information on consumer behaviour. An excellent text, in true Jim Blythe style!'

**Zubin Sethna, Principal Lecturer in Marketing  
University of Bedfordshire Business School, UK**

#### About the Author

**Jim Blythe** is Visiting Professor of Marketing at University of Plymouth, UK. Jim Blythe has been a Merchant Navy officer, a ladies hairdresser, a business consultant, a rock musician, a truck driver, a company director and an award-winning playwright all before becoming an academic – he always planned on having a varied life and likes learning new skills. Currently he is trying to learn to grow vegetables (with limited success...), but he has a pilot's licence and has learned to play drums in a samba band, so the beat goes on.

Jim has written 18 books, over 50 journal articles, and has contributed chapters to 8 other books. He has taught overseas, written open-learning packs for international training organisations and has been a Senior Examiner for the Chartered Institute of Marketing.

His next venture is to study for a degree in modern languages – having left school at 16 he thinks it's time to get the education he missed out on. He holds four real degrees (including one fake), and therefore feels somewhat irritated that he is mainly known for winning the Cardiff heat of the TV show, Come Dine With Me. Perhaps the latest editions of his textbooks will help redress the balance a little...

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#### **Hugo Mann:**

The experience that you get from Consumer Behaviour will be the more deep you excavating the information that hide inside words the more you get thinking about reading it. It doesn't mean that this book is hard to comprehend but Consumer Behaviour giving you buzz feeling of reading. The article author conveys their point in selected way that can be understood simply by anyone who read it because the author of this guide is well-known enough. This specific book also makes your own vocabulary increase well. That makes it easy to understand then can go together with you, both in printed or e-book style are available. We suggest you for having that Consumer Behaviour instantly.

**Debra Davis:**

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**George Lehman:**

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