



## Consumer Behaviour in Action

By Peter Ling, Steven D'Alessandro, Hume Winzar



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"Consumer Behaviour in Action" introduces students to the fundamental concepts of consumer behaviour in a contemporary context. The text provides a balanced approach as it illustrates theory with practical applications and research methods for understanding consumers. Practical examples and case studies provide global, regional and local industry examples. Extended case studies covering topics such as Nike, Cricket Australia, Target, and McDonald's in overseas markets, draw together each part of the book to connect the themes discussed and encourage students to develop a deeper understanding of the material. Research and insights from fields such as psychology, sociology and complex systems are included.

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#### About the Author

Peter Ling is Deputy Dean (Communication) in the School of Media and Communication and Associate Professor in Advertising at RMIT University. Steven D'Alessandro is Professor in the School of Marketing and Management at Charles Sturt University. Hume Winzar is Associate Professor in the Department of Marketing and Management at Macquarie University.

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