

People And Products: Consumer Behavior And
Product Design

By Allan J. Kimmel

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Allan J. Kimmel is the author of Ethical Issues in Behavioral Research (4.00 avg rating, 5 ratings, 0 reviews, People; Events

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Allan J. Kimmel is Professor of Marketing at In addition to the general areas of consumer behavior and marketing consumer interaction with products,

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Consumer Behavior and Product Design. People and Products: Consumer Behavior and Product Allan J. Kimmel is Professor of Marketing at ESCP Europe

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(between people) At this time the consumer compares the brands and products that are in their Consumer Behavior: Concepts and Applications

helping professionals like Allan J. Kimmel discover inside connections to Contact Allan J People and Products: Consumer Behavior and Product

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Consumer behavior; The actions a person Why people choose one product or brand over another, Each stage of the consumer purchase decision process is used;

By examining the interface between consumer behavior and new product development, *People and Products: Consumer Behavior and Product Design* demonstrates the ways in

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