



# Critical Thinking in Consumer Behavior: Cases and Experiential Exercises (2nd Edition)

*Judy F. Graham*

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The Importance of Customer Centricity; Customer Perception; Customer Learning and Memory; Customer Motivation and Personality; Segmenting, Targeting, and Positioning; Reference Group Influence and Diffusion of Innovation; Customer Attitudes; Marketing Communication and Attitude Change; Customer Decision Making; Qualitative and Interpretive Consumer Research; Cultural and Subcultural Influences

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