

PREFACE

College Students

The book offers a body of knowledge for college credit courses in consumer psychology, consumer behavior, consumer insights, and the like. It covers five key concepts of psychology: (a) motivation, (b) perception, (c) learning, (d) values, and (e) personality, identity, and psychographics, all in the applied context of marketing.

If you find textbooks tedious to read and are looking for a refreshing break, welcome aboard.

Marketing Professionals

A book simultaneously for a college course + executive reading* is an oxymoron. We have tried to defy that paradox:

- a. We simplified deep knowledge for easy grasp;
- b. We use examples both current and historical (whose lessons are perennial);
- c. We shine a light on the interface between marketing and consumers; and
- d. We made our writing style non-textbookish. You could almost think of this as your “beach read.”

Is it really modernistic? Not entirely, but we tried.

Authors and Editors

*The book should serve as a handy refresher for managers with a marketing major in college; for managers with other majors, the book offers *essential* background knowledge, especially if you work in the consumer-products industry.