

C O N T E N T S

SPECIAL TOPICS

PART IX

- | | |
|--|--|
| <p>1. PSYCHOLOGY MEETS ECONOMICS: Why Consumers Can't Count Their Money Correctly
Priya Raghubir 459</p> <p>2. CONSUMERS IN SEARCH OF PROPER PLEASURE: How Brand Stories Help Consumers Enact Dramas in Their Lives
Arch G. Woodside 464</p> | <p>3. THE ONLINE LIFE OF COFFEE AFICIONADOS: A Netnography of an Online Consumption Culture
Robert V. Kozinets 469</p> <p>4. GENDER BENDER BRAND HIJACKS AND CONSUMER REVOLT: The Porsche Cayenne Story
Jill Avery 477</p> |
|--|--|

CASES

From Air Stockings to ZinePak

PART X

PART X

- | | |
|---|--|
| <p>CASE 1 Lure the Consumer. Build the Brand
A Tale of Four Campaigns 496</p> <p>CASE 2 How Brands Charm Women Consumers: Let Us Count the Ways 497</p> <p>CASE 3 Let's Talk Race: Starbucks' Social Experiment 498</p> <p>CASE 4 Moxy Hotels: Will Millennials Check In? 499</p> <p>CASE 5 Nudie Jeans: The Naked Truth About Denim 500</p> <p>CASE 6 ZinePak—Making the "Physical" Cool Again! 500</p> <p>CASE 7 Style Me Sustainable 501</p> <p>CASE 8 Your Carbon Footprint: How to Tame It! 502</p> <p>CASE 9 Here is Good Food 503</p> <p>CASE 10 New Food Labels: Make Them Bigger and Consumers Will Heed! 504</p> <p>CASE 11 A Car for Women, by Women 506</p> <p>CASE 12 Don't Wear Your Stockings; Spray Them! 507</p> <p>CASE 13 Going to the Ball Game?
Take Your Psychographics with You 508</p> <p>CASE 14 NASCAR—Balancing Your Attitude 509</p> <p>CASE 15 How I Bought My Car 510</p> <p>CASE 16 Ruehl No. 925
The Abercrombie & Fitch Consumer Grows Up! 511</p> <p>CASE 17 Tween Power in the Market 512</p> <p>CASE 18 Money for Nothing and Hits for Free 514</p> <p>CASE 19 "Don't Breathe.... Buy Our Diesels" 515</p> <p>CASE 20 A Festival of Love—Courtesy of Your Government! 516</p> <p>CASE 21 Selling Victoria's Secret in Saudi Arabia 517</p> <p>CASE 22 "So I Got a New Face" 519</p> <p>CASE 23 Consuming Brands, Experiencing Selves:
A Tale of Two Consumer Life Projects 520</p> <p>CASE 24 A Classic British Store Goes Emo 522</p> <p>CASE 25 Villains in TV Shows 523</p> <p>CASE 26 How Green Is Your School? 524</p> <p>CASE 27 THE REAL TRUTH ABOUT BEAUTY
Comprehensive Brand Dove Asks Women When They Feel Beautiful 525</p> | <p>CONTEMPORARY</p> <p>CLASSICAL
(LEFT BRAIN, LOGICAL)</p> <p>ROMANTIC
(POSTMODERNIST)</p> |
|---|--|

RESOURCE 1

- | | |
|--------------------------|-----|
| RESEARCHING THE CONSUMER | 482 |
| SEGMENTATION | 492 |

Endnotes:
www.mycbbook.com/4e/Endnotes

PART XI

RESOURCE 2

- | | |
|-------------------|--------|
| Glossary | G2-G18 |
| Index (Subject) | I1-4 |
| Photo Credits | P1-3 |
| About the Authors | AU |
| BOOKMARKS | BM1 |

MY CB
BOOK .COM

xxiii