

The Psychology of the Asian Consumer

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The Psychology of the Asian Consumer



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From Routledge : The Psychology of the Asian Consumer before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Psychology of the Asian Consumer:

Why is it important to conduct research on the psychology of the Asian consumer? What research themes have already emerged? What are the relevant theories and practical applications based on this research? These are some of the questions and issues addressed in this unique book. With chapters written by experts in their field, The Psychology of

the Asian Consumer highlights how consumer psychology can contribute to an understanding of Asian consumer behaviour and is especially timely in light of today's global economy and its focus on the Pacific Rim. Chapters are organised around the key concepts of theory and culture and include numerous case studies and practical applications. The book focuses on research summaries that provide readers with important, need-to-know information.

About the Author Leonard Lee is Associate Professor, National University of Singapore Bernd Schmitt is the Robert D. Calkins Professor of International Business at Columbia Business School and Visiting Professor, ACI and Nanyang Technological University