

## Consumer Behavior Jim Blythe

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### Amazon.com: Consumer Behaviour (9781526450005): Sethna ...

Jim Blythe is Visiting Professor of Marketing at University of Plymouth, UK. Jim Blythe has been a Merchant Navy officer, a ladies hairdresser, a business consultant, a rock musician, a truck driver, a company director and an award-winning playwright all before becoming an academic - he always planned on having a varied life and likes learning new skills.

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Web Links curated to help explore consumer behaviour even further, with lots of extra information to reference in your assignments. Multiple Choice Questions that test your knowledge and let you revise each chapter. Flash Cards to help you review the key terms used within the textbook and understand the jargon. Just click on the links to the left.

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**Consumer Behaviour by Jim Blythe and Zubin Sethna (2019 ...**

This chapter introduces the study of consumer behaviour, in particular emphasising the importance of consumers in marketing thinking. The chapter aims to outline the broad range of aspects of human beings which impinge on their purchasing and consumption behaviour, and therefore acts as a scene-setter for the rest of the book. 1.

**Multiple Choice Questions | Online Resources**

Informal yet academically rigorous in style, this fun textbook focuses on examples of international consumer behaviour in action, and provides open access online resources to encourage student engagement and understanding. The book strikes a balance between sociological and psychological aspects of consumer behavior and features coverage of social media, digital consumption and up to date marketing practice.

**Consumer Behaviour (4th ed.) by Sethna, Zubin (ebook)**

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