

Sixth Canadian Edition Consumer Behaviour

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consumer behaviour satisfies the need for a comprehensive accessible and contemporary textbook which gives significant weighting to issues

the global food system is facing multiple and multifaceted challenges and crises increasing population climate change pandemics conflicts economic shocks and natural disasters these challenges have highlighted the fragility of the current food system and the need for a transition toward sustainable and resilient food production distribution and consumption practices sustainable food systems aim to provide healthy and nutritious food for all while minimizing environmental impacts ensuring social equity and economic viability and

enhancing resilience to shocks and stresses in times of crisis such as the covid 19 pandemic and the ongoing war in ukraine a sustainable and resilient food system can be crucial in ensuring food and nutrition security reducing food waste and supporting sustainable local production

the third canadian edition of cb provides a thorough introduction to consumer behaviour students will discover how organizations can create and enhance their marketing strategy advertising and campaign plans and product offerings by better understanding their target audiences this includes a thorough examination of the internal such as perception and motivation and external such as cultural and societal elements that affect consumer decision making the third edition includes cases based on canadian businesses several current examples of customer behaviour critical thinking exercises and the latest academic research

communicating a fascination for the everyday activities of people this leading book on consumer behavior examines how our world is influenced by the action of marketers and considers how products services and consumption contribute to the broader social world we experience its incredibly interesting and dynamic content proves hip and engaging while reflecting the latest research key topics a four part organization looks at consumers as individuals consumers as decision makers consumers and subcultures and consumers and culture for brand managers marketing research analysts and account executives

includes entries for maps and atlases

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