



# Consumer Behavior

By J. Paul Peter, Jerry Olson

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Consumer Behavior provides students with the knowledge and skills necessary to perform consumer analyses that can be used for understanding markets and developing effective marketing strategies. The authors have developed what they call the Wheel of Consumer Analysis, which is a tool to help the reader understand how consumer affect and cognition, consumer behavior, consumer environment, and marketing strategy interact. The wheel is a powerful tool for analyzing consumer behavior and can be used to understand consumers and to guide the development of effective marketing strategies.

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## **Editorial Review**

### About the Author

J. Paul Peter is James R. McManus-Bascom Professor and Chair of the Marketing Department at the University of Wisconsin-Madison School of Business. He has taught courses in consumer behavior and in marketing management, strategy, research and theory. He's also taught in a variety of executive programs. Peter won the prestigious William O'Dell Award from the Journal of Marketing Research and twice was a finalist. He is author or editor of more than 30 books and is one of the most cited authors in marketing literature. Peter has served on review boards of the Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, and Journal of Business Research. He has consulted for several corporations and the Federal Trade Commission. He earned a DBA from the University of Kentucky.

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