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Cracking the Code

Leveraging Consumer Psychology to Drive Profitability

Edited by **Steven S. Posavac**, Vanderbilt University

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Filled with solid, actionable information and advice, this unique handbook focuses on how knowledge of the principles of consumer psychology can be used to improve managerial decision making and organizational performance.

The contributing authors offer a set of managerial rules for action that have been distilled from reviews of a wide range of expert research. The book contains systematic, prescriptive managerial advice based on state-of-the-art knowledge regarding how consumers think and choose.

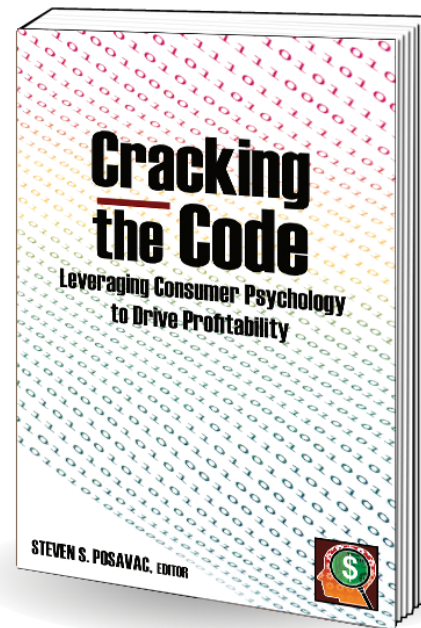
The chapters cover fundamental topics, such as new product management, marketing mix strategy, marketing communications and advertising, social media, and experiential marketing.

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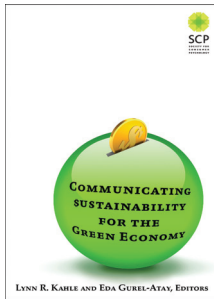
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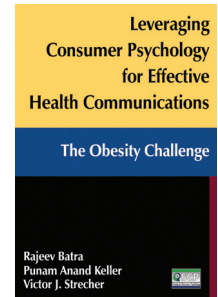
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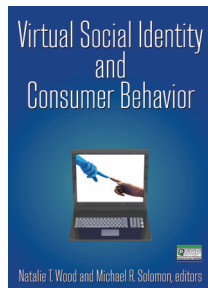


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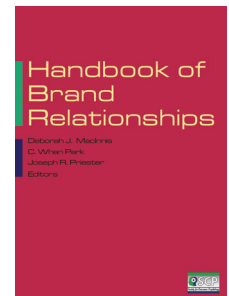


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