



# Consumer Behavior For Dummies

*Laura Lake*

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## **Consumer Behavior For Dummies** Laura Lake

Concrete, actionable recommendations for understanding consumers and growing a business Consumer behavior is the study of how people buy, what they buy, when they buy, and why they buy. Consumer Behavior For Dummies provides marketers, small business owners, and decision makers at all levels of an organization with the tools they need to capture the attention of customers in this increasingly fractured and ultra-segmented consumer society. It gives readers a better understanding of the factors that consumers consciously and subconsciously consider when making a purchase decision, and enables them to leverage that information to develop a more effective marketing mix that speaks directly to the needs and desires of their customers. This title provides concrete, MBA-level instruction for readers on how to apply these tools to their marketing programs. Laura A. Lake (Stilwell, KS) has been involved in the marketing industry since 1997. She is a marketing columnist at About.com, where she brings an easy-to-understand and fresh perspective to the field of consumer behavior.

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