

1. Record Nr.	UNINA9910821142503321
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Titolo	Consumer behaviour and analytics // Andrew Smith
Pubbl/distr/stampa	London ; ; New York, New York : , : Routledge, , [2020] ©2020
ISBN	0-429-48992-7 0-429-95335-6 0-429-95336-4
Descrizione fisica	1 online resource (217 pages)
Disciplina	658.8342
Soggetti	Consumer behavior Marketing - Data processing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	An introduction to consumer analytics -- Purchase insight and the anatomy of transactions -- Web & social media activity -- Extant research and exogenous cognition -- Elemental features of consumer choice : needs, economics, deliberation and impulse -- Perceptual and communicative features of consumer choice -- Individual and social features of consumption -- Knowledge driven marketing & the modular adaptive dynamic schematic -- Index.