



Consumer Behavior and Advertising Involvement: Selected Works of Herbert E. Krugman (Marketing and Consumer Psychology Series)

Edward P. Krugman

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This book is an honor to the many important contributions of Herbert Krugman, past president of APA, The Division of Consumer Psychology and The Association for Public Opinions Research. This reader contains his selected works in Consumer Behavior and Advertising which combine insights from Cognitive Psychology, Social Psychology and Survey Methodology. William Wells, University of Minnesota, has provided the foreword and section overviews for the book which will help it appeal to all academics and students of consumer research.

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