



The Psychology of Marketing

Gerhard Raab, G. Jason Goddard, Riad A. Ajami, Alexander Unger

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This comprehensive guide to both the theory and application of psychology to marketing comes from the author team that produced the acclaimed Customer Relationship Management. It will be of immeasurable help to marketing executives and higher level students of marketing needing an advanced understanding of the applied science of psychology and how it bears on consumers; on influencing; and on the effective marketing of organizations themselves, as well as of products and services. Drawing on consumer, management, industrial, organizational, and market psychology, The Psychology of Marketing's in-depth treatment of theory embraces: * Cognition theories. * Personality, perception and memory. * Motivation and emotion. * Power, control, and exchange. Complemented by case studies from across the globe, The Psychology of Marketing provides a trans-national perspective on how the theory revealed here is applied in practice. Marketers and those aspiring to be marketers will find this book an invaluable help in their role as 'lay psychologists'.

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