



Consumer Insights: Findings from Behavioral Research (MSI Relevant Knowledge Series)

Joseph W. Alba

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With profound changes in the marketing landscape, the question for researchers and marketers is: What are enduring insights about consumer judgments and behavior? *Consumer Insights: Findings from Behavioral Research*, edited by Joseph Alba of University of Florida, offers a collection of findings on a broad range of consumer behavior phenomena, from variety seeking and brand recall to price biases and the effects of package size on consumption. Each of 42 entries, contributed by behavioral scientists, includes a generalizable consumer insight or insights, description of evidence base, managerial implications, and selected references. *Consumer Insights: Findings from Behavioral Research* is intended as supplementary reading for undergraduate and MBA courses and a reference resource for academics and marketing practitioners.

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