



# Contemporary Issues in Marketing and Consumer Behaviour

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This exciting new edition of Maclaran and Parsons acclaimed consumer behaviour textbook is updated to include the most current contemporary issues whilst retaining its unique thematic 12-part structure, making it ideal for one-semester courses.

Renowned thought leaders Pauline Maclaran and Liz Parsons have assembled a world-class team of writers, to each cover one key "buzzword" in consumer behaviour studies: building brand cultures, gender, ethics, sustainability and more. This thematic approach builds a broad understanding consumer behaviour though a lively and accessible focus on a variety of culturally relevant topics. Each chapter includes a range of teaching materials at the end of the chapter: a case study, questions for discussion and class exercises. New to this edition are:

Integrated coverage of social media marketing and new sections on experiential marketing and charity marketing

Brand new real-life case studies to accompany each chapter

A brand new suite of instructor resources online, including Powerpoint slides and testbank questions

This short textbook provides a complete off-the-shelf teaching package for Masters, MBA and advanced undergraduate modules in marketing and consumer behavior and a useful resource for dissertation study at both undergraduate and postgraduate levels."

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