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## Cracking the Code

### *Leveraging Consumer Psychology to Drive Profitability*

Edited by **Steven S. Posavac**, Vanderbilt University

*Sponsored by the Society for Consumer Psychology*

2011 • 344 pp. • Tables, figures, references, index.

PB: 978-0-7656-2965-4 \$49.95 \*SCP Price: \$34.96

Filled with solid, actionable information and advice, this unique handbook focuses on how knowledge of the principles of consumer psychology can be used to improve managerial decision making and organizational performance.

The contributing authors offer a set of managerial rules for action that have been distilled from reviews of a wide range of expert research. The book contains systematic, prescriptive managerial advice based on state-of-the-art knowledge regarding how consumers think and choose.

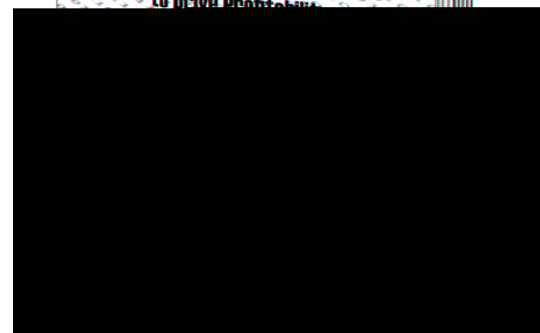
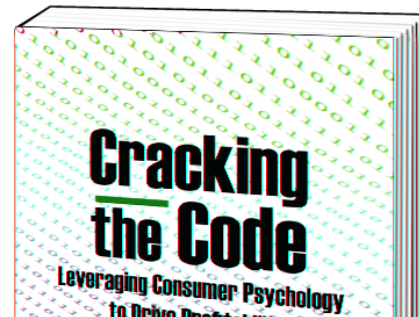
The chapters cover fundamental topics, such as new product management, marketing mix strategy, marketing communications and advertising, social media, and experiential marketing.

"This book **gleans pearls of wisdom** for marketing practitioners from key cumulative findings of academic research. It truly **bridges the gap between the academic research of consumer psychologists and the applications of marketing practitioners.**"

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"Consumer psychology has a lot to offer to managerial decision making, but consumer researchers are often not interested in applying their theories and findings to the solution of actual business problems and managers frequently call into question the relevance of academic research. The original chapters in this volume are **a most welcome addition to the literature on how to facilitate the transfer of consumer research to managerial practice.**"

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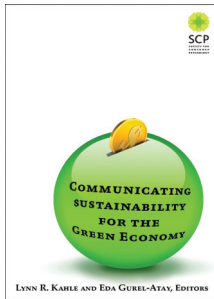
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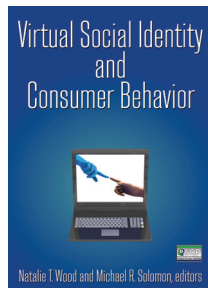


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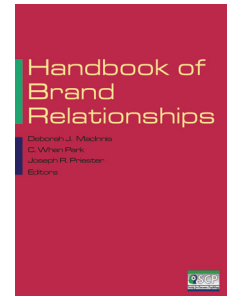


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