



The Cambridge Handbook of Consumer Psychology (Cambridge Handbooks in Psychology)

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Why do consumers make the purchases they do, and which ones make them truly happy? Why are consumers willing to spend huge sums of money to appear high status? This handbook addresses these key questions and many more. It provides a comprehensive overview of consumer psychology, examining cutting-edge research at the individual, interpersonal, and societal levels. Leading scholars summarize past and current findings and consider future lines of inquiry to deepen our understanding of the psychology behind consumers' decision making, their interactions with other consumers, and the effects of societal factors on consumption. The Cambridge Handbook of Consumer Psychology will act as a valuable guide for faculty as well as graduate and undergraduate students in psychology, marketing, management, sociology, and anthropology.

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Editorial Review

Review

"The Cambridge Handbook of Consumer Psychology does a beautiful job of bringing together some of the most important and interesting researchers currently working in the field. It not only affords us the chance to learn about a wonderful range of current research but it also offers an exciting glimpse of possibilities to come."

Dan Ariely, Fuqua School of Business, Duke University, North Carolina

"The Cambridge Handbook of Consumer Psychology provides an excellent compilation of recent research findings centered in individual, social, and societal issues in consumer psychology. Importantly, the handbook also sets the stage for the future by raising interesting research questions that the academic community will look to pursue. This Handbook is an important read for anyone interested in knowing where the field is going in the coming years."

Darren Dahl, Sauder School of Business, University of British Columbia, Vancouver

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