



# Consumer Behaviour: A European Perspective

*Michael Solomon, Gary Bamossy, Soren Askegaard, Margaret K. Hogg*

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Now in its 5th edition, *Consumer Behaviour: A European Perspective* provides a fully comprehensive, lively and engaging introduction to consumer behaviour. The book links in consumer behaviour theory with the real life problems faced by practitioners. The unique five-part micro-to-macro wheel structure also provides a multi-disciplinary approach, including the latest data to profile European consumers. This book is ideal for second and third year undergraduate marketing students, undergraduate students taking a consumer behaviour module as part of a business course and postgraduate students on masters courses in marketing.

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