

Consumer Value

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PiConsumer Value/i is one of the few books which attempts to define and analyze exactly what it is that consumers want. The theme of "serving" the customer and customer satisfaction is central to every formulation of the marketing concept. The major types of value are identified and related to one another through an innovative framework based around eight concepts: efficiency, excellence, status, esteem, play, aesthetics, ethics, and spirituality.brbr iConsumer Value/i contains an broad range of contributions and a highly individualistic approach, this book is guaranteed to shed new light on the subject.brbr Contributors: Stephen Brown, Kent Grayson, Morris B. Holbrook, France Leclerc, Richard L. Oliver, Marsha L. Richins, N. Bernd H. Schmitt, Craig Smith, Michael R. Solomon and Janet Wagner/P
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