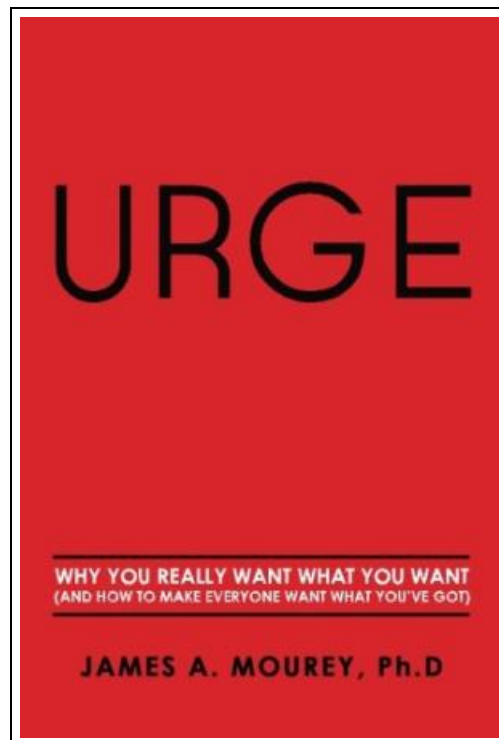


Urge: Why You Really Want What You Want and How to Make Everyone Want What Youve Got



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Reviews

The publication is great and fantastic. It is packed with knowledge and wisdom You will like how the article writer publish this publication.

(Mrs. Alta Kling V)

URGE: WHY YOU REALLY WANT WHAT YOU WANT AND HOW TO MAKE EVERYONE WANT WHAT YOUVE GOT



James A.\Mourey. Paperback. Book Condition: New. Paperback. 296 pages. Dimensions: 8.9in. x 6.0in. x 0.8in. People do weird things. . . For example, why do people flock to a sale if they can buy two shirts and get a third shirt half off but not when they can spend 25 on three shirts instead of 30 Why do people trust a drug named Levitra, but not one called Vardenafil (despite the fact that both are the exact same drug) Why does a product selling for 50.00 seem so much more expensive than a similar one selling for 49.99 In Urge, Dr. James Mourey addresses these questions and more. Mourey begins with two admissions: 1) he likes to judge people, and 2) people-watching is his favorite pastime (but not in like a creepy, voyeuristic sort of way). Consumers, it turns out, are fun to watch not just because of the crazy, seemingly irrational things they do, but also because of astonishingly efficient and automatic choices they make on a day-to-day basis. Known for his energetic, engaging presentation style, Mourey takes the reader on an educational, applicable, and strangely funny voyage that covers both the principles of marketing as well as the ins and outs of Consumer Behavior. Divided into three parts the Self, the Situation, and the Solution Urge teaches readers how an individuals perceptions, thoughts, emotions, attitudes, and personality interact with their culture, context, situation, and social relationships to affect how consumers value consumer products and services and ultimately make decisions. The book also details The URG3S Model of Consumer Behavior, a comprehensive, easy-to-use, and effective approach for anyone in the business of marketing, which, lets face it, is all of us. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



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