

【経営学、マーケティング・広告、消費者行動】

- ◇ 「消費者行動の伝説的人物」叢書 第5回配本
- ◇ ブランディング研究で著名な C. W. パクの論文と研究

**消費者行動の伝説的人物
—C.W.パーク—全5巻**
**Legends in Consumer Behavior:
C. Whan Park. 5 vols.**

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「消費者行動の伝説的人物」叢書は、マーケティング分野で大変著名な J.N.シース教授により編集されており、過去数十年間に消費者行動の分野で重要な貢献をした思想家を取り上げます。当該の思想家の重要な著作を、インタビュー及び他の研究者による意見とともに補足し、考察します。

シリーズの第5回配本は、南カリフォルニア大学の C.W.パーク教授です。パーク教授は、消費者行動の数多くの重要分野における革新的な思想的指導者であり、特にブランド管理、ブランド・アタッチメントなどの分野で評価の高い論文を発表しています。これまでに *Journal of Consumer Psychology* の編集者を務め、マーケティングや消費者研究の分野で数多くの著作を執筆しました。2008年からはマーシャル・スクール・オブ・ビジネスのグローバル・ブランディング・センターの所長を務めています。本書は、第1巻「消費者行動における親しみと知識の役割」、第2巻「参加と準拠集団の影響」、第3巻「意思決定と選択決定」、第4巻「ブランド戦略」、第5巻「ブランド・アタッチメントの原因と消費者の情報処理評価及び行動への影響」より構成されており、パーク教授の著作と研究を考察します。

本書を、マーケティング、消費者行動、ブランディングに関心のある研究室・研究者にとって必備のレファレンスとしてお薦めいたします。



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