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# Consumer Behavior: Building Marketing Strategy (Irwin Marketing)

By David Mothersbaugh, Delbert Hawkins

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**Consumer Behavior: Building Marketing Strategy** builds on theory to provide students with a usable, strategic understanding of consumer behavior that acknowledges recent changes in internal and external influences, global marketing environments, and the discipline overall. Updated with strategy-based examples from an author team with a deep understanding of each principle's business applications, current and classic examples of both text and visual advertisements throughout the text will serve to engage students and bring the material to life. The 13th edition of Mothersbaugh/Hawkins is tech-forward in both format and content, featuring the addition of Connect's robust digital suite, including SmartBook and other assignable interactives to help students learn, apply, and expand upon core marketing concepts and make assignment management and outcomes-based reporting easy.

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### **Editorial Review**

About the Author

**Del I. Hawkins BBA, MBA, PhD**

Del is C. H. Lundquist Professor of Marketing and Chair of the Marketing Department at the University of Oregon. He has served as Director of the MBA Program, Director of the Lundquist Center for Entrepreneurship, Director of the Oregon Executive MBA Program, Interim Director of the Museum of Art, and Associate and Acting Dean of the Lundquist College of Business at the University of Oregon. He has also taught at Southern Illinois University, Xiantan University (PRC), the Netherlands School of Business, in Boston University's Overseas Program, Xiamen University (PRC), and the Institute for International Studies and Training in Japan.

Del has written a number of business cases and numerous journal articles as well as three widely used college textbooks.

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