

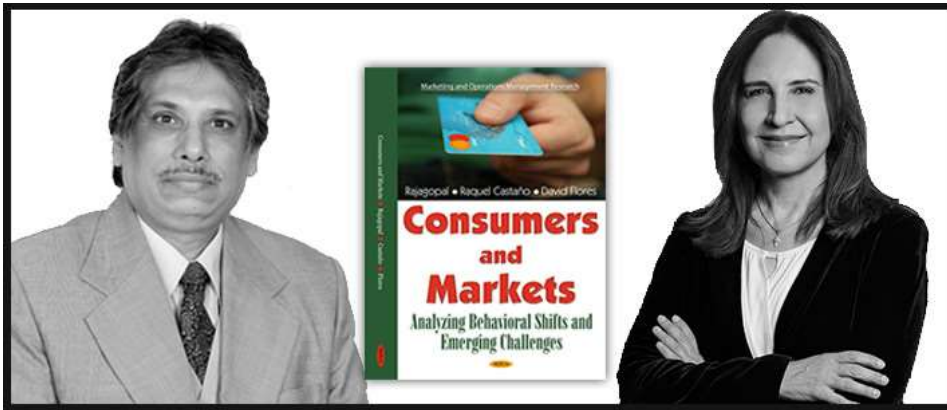
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## ANALYZING CONSUMERS IN A RAPIDLY CHANGING MARKET

June 24, 2016 | Monterrey, N.L.



A new book co-authored by Dr. Rajagopal and Dr. Raquel Castaño, professors at EGADE Business School, Tecnológico de Monterrey, and Dr. David Flores, professor at the University of San Francisco, documents the development of today's consumer behavior in changing business paradigms and details the managerial implications for companies to follow for gaining competitive advantage.

Explaining consumer behavior today is more complex than interpreting the paradigm of perceptions, attitudes, and behavior led by the classical cognitive theories. With the rapidly changing marketplace environment, consumer behavior is largely driven by emotions, peer influence, and perceived values. When a company connects to the clients' emotions, returns can be huge.

The book *Consumers and Markets: Analyzing Behavioral Shifts and Emerging Challenges*—co-written by Dr. Rajagopal, a researcher and Marketing professor at EGADE Business School; Dr. Raquel Castaño, a researcher and Marketing professor and the director of the EGADE Business School, Monterrey Campus; and David Flores, Marketing professor at the University of San Francisco—documents the current consumer behavior development in changing business paradigms and suggests managerial implications for the companies to follow for gaining competitive advantage.

'Consumers and Markets are like wind which never flows in the same direction and with the same intensity. Both lead the changes and set new experiences amidst the chaos. This book analyzes the patterns and practices associated with the consumers and markets,' explains Dr. Rajagopal.

*Consumers and Markets* delve into consumers, their culture, and their context, the key aspects for businesses in taking advantage of market opportunities. Dr. Castaño believes that, "understanding consumers, their culture, and their context is important for seizing market opportunities. This does not refer to just understanding consumers as individuals, but also really getting down to understanding what social and

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impact consumer welfare and their quality of life.”

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The topics are analyzed in ten chapters: Evolving Global Consumer Markets; Understanding Consumers through Marketing Research; Consumer-Market Symbiosis; Consumer Health Information and Decision-making; Catalyzing Buying Propensity; Innovation, Technology and Consumption; Dysfunctional Consumption Patterns; Serving consumers in emerging markets; Managing Consumer Experience; and Future of Consumers

“This book helps us understand the dyad consumer–market and how a customer-centric offer locates the users at the heart of this active definition of what they want to be or possess. Nowadays the notion that identity is an issue forever unfinished is stronger than ever,” says Dr. Teresa Almaguer, the academic director of EGADE Business School, in the prologue.

Identifying changes in consumer behavior is crucial for business growth and the implementation of marketing strategies. *Consumers and Markets* contributes to the current titles on marketing and consumer behavior and is a reference book for directors and managers as well as for students of marketing and business administration.

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