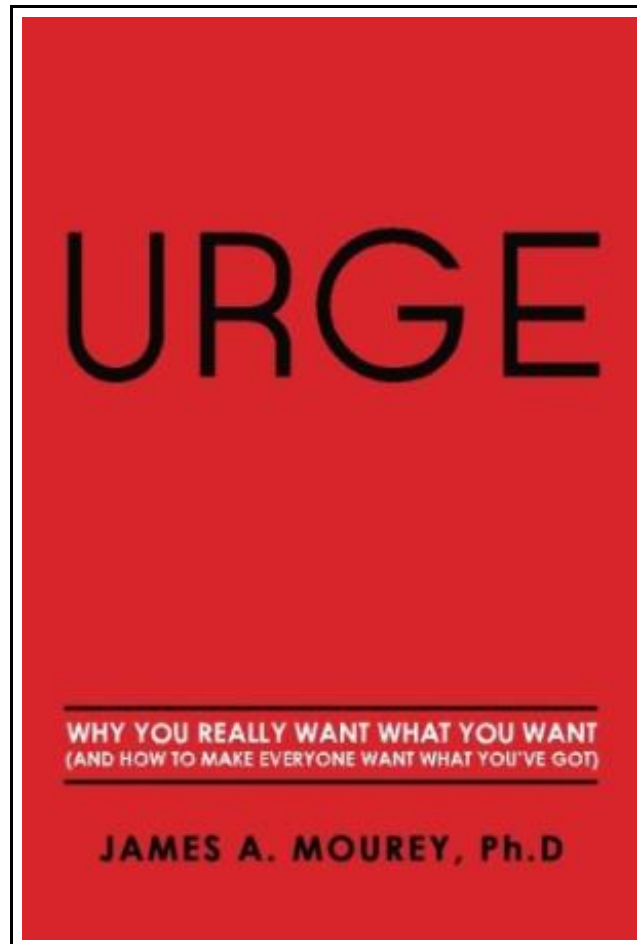


Urge: Why You Really Want What You Want and How to Make Everyone Want What Youve Got



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Reviews

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(Prof. Llewellyn Thiel)

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

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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 individual's 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, let's 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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Relevant Books



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DK CHILDREN. Paperback. Book Condition: New. Paperback. 32 pages. Dimensions: 8.9in. x 5.8in. x 0.1in.This Level 2 book is appropriate for children who are beginning to read alone. When Jack and Luke take an injured...

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Dont Line Their Pockets With Gold Line Your Own A Small How To Book on Living Large

Madelyn D R Books. Paperback. Book Condition: New. Paperback. 106 pages. Dimensions: 9.0in. x 6.0in. x 0.3in.This book is about my cousin, Billy a guy who taught me a lot over the years and who...

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Harts Desire Book 2.5 La Fleur de Love

Cajunflair Publishing. Paperback. Book Condition: New. Paperback. 112 pages. Dimensions: 8.0in. x 5.0in. x 0.3in.Its late 1974, and high school student, Melinda Dawson is in serious trouble. Within two hours of revealing her suspected pregnancy...

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DK CHILDREN. Paperback. Book Condition: New. Paperback. 48 pages. Dimensions: 8.8in. x 5.9in. x 0.2in. Meet Pirates who got away with murder. . . and pirates who died in the hangmans noose! These 48-page books about

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**Gypsy Breynton**

Echo Library. Paperback. Book Condition: New. Paperback. 88 pages. Dimensions: 9.0in. x 6.0in. x 0.2in. Hon. Gypsy Breynton, Esq. , M. A. , D. D. , LL. D. , c. , c. Gypsy Breyiiton, R, R.

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