



Satisfaction: A Behavioral Perspective on the Consumer

By *Richard L. Oliver*

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Designed for advanced MBA and doctoral courses in Consumer Behavior and Customer Satisfaction, this is the definitive text on the meaning, causes, and consequences of customer satisfaction. It covers every psychological aspect of satisfaction formation, and the contents are applicable to all consumables - product or service. Author Richard L. Oliver traces the history of consumer satisfaction from its earliest roots, and brings together the very latest thinking on the consequences of satisfying (or not satisfying) a firm's customers. He describes today's best practices in business, and broadens the determinants of satisfaction to include needs, quality, fairness, and regret ('what might have been'). The book culminates in Oliver's detailed model of consumption processing and his satisfaction measurement scale. The text concludes with a section on the long-term effects of satisfaction, and why an understanding of satisfaction psychology is vitally important to top management.

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Satisfaction: A Behavioral Perspective on the Consumer By Richard L. Oliver Bibliography

- Sales Rank: #2020282 in Books
- Brand: Brand: M.E.Sharpe
- Published on: 2010-02-15
- Original language: English
- Number of items: 1
- Dimensions: 1.30" h x 6.90" w x 10.10" l, 1.10 pounds
- Binding: Hardcover
- 544 pages

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