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Professor Schiffman is a nationally recognized expert on the behavior of the older consumer since his pioneering research on the psychological and sociological aspects of perceived age and innovative behavior of this segment.

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Names: Schiffman, Leon G., author. | Wisenblit, Joseph, author. Title: Consumer behavior / Leon G. Schiffman, Joseph Wisenblit. Description: Twelfth edition. | Upper Saddle River, New Jersey : Pearson Education, [2019] Identifiers: LCCN 2017037515 | ISBN 9780134734828 Subjects: LCSH: Consumer behavior. | Motivation research (Marketing)

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