



Press Release

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Marketing Psychology

This new ebook will help you gain a better understanding of consumer behaviour.

Written by John Mason and staff of ACS Distance Education, the Marketing Psychology ebook will help you to gain a better understanding of the psychology behind the consumer decision making process with the **Marketing Psychology** ebook. With 52 pages of insight into consumer behaviour, this ebook help you understand consumers more effectively and effectively make more informed business decisions.

Marketing psychology is about understanding people's purchasing behaviour and applying that understanding to the advertising, marketing and ultimately the selling of products or services.

In marketing and in business, it is imperative to know who you are selling to so that you can meet their needs and demands, this ebook will explain how to get to know the market segments of your target audience. Once you understand how the consumers think, and who your consumers are, this ebook explains market research techniques, different places where your product may be sold and finally advertising and marketing techniques.

This ebook is for any marketing professional or student or even a business owner hoping to develop more knowledge on marketing psychology and consumer behaviour.

Available now from our bookshop, download a sample or the whole book today:

<http://www.acsbookshop.com/product-marketing-psychology-pdf-ebook-5938.aspx>

If you have any queries or would like to arrange an interview or a review copy of this eBook, please call or email the ACS head office on the Gold Coast on (07) 5562 1088 and ask for our Media and Marketing Officers (admin@acs.edu.au).

About ACS Distance Education ... Established in 1979, ACS Distance Education is a leading Australian Distance Education provider offering over 600 courses via correspondence, online or on CDs. The Institution has offices in Australia, United Kingdom and is operated through Affiliates in Australia, Philippines, Singapore, UK, New Zealand, France and Ireland. ACS has educated thousands of students, many of whom have gone onto successful employment, both in industry or in their own businesses. The school employs staff in 3 states of Australia, plus the U.K., U.S.A and New Zealand.