

Cambridge University Press
978-1-107-00469-6 — Consumer Expectations
Richard Thomas Curtin
Copyright information
[More Information](#)

CAMBRIDGE UNIVERSITY PRESS

University Printing House, Cambridge CB2 8BS, United Kingdom
One Liberty Plaza, 20th Floor, New York, NY 10006, USA
477 Williamstown Road, Port Melbourne, VIC 3207, Australia
314–321, 3rd Floor, Plot 3, Splendor Forum, Jasola District Centre, New Delhi – 110025, India
79 Anson Road, #06-04/06, Singapore 079906

Cambridge University Press is part of the University of Cambridge.
It furthers the University's mission by disseminating knowledge in the pursuit of
education, learning, and research at the highest international levels of excellence.

www.cambridge.org
Information on this title: www.cambridge.org/9781107004696
DOI: 10.1017/9780511791598

© Richard T. Curtin 2019

This publication is in copyright. Subject to statutory exception
and to the provisions of relevant collective licensing agreements,
no reproduction of any part may take place without the written
permission of Cambridge University Press.

First published 2019

Printed and bound in Great Britain by Clays Ltd, Elcograf S.p.A.

A catalogue record for this publication is available from the British Library.

Library of Congress Cataloging-in-Publication Data

Names: Curtin, Richard Thomas, author.

Title: Consumer expectations : micro foundations and macro
impact / Richard T. Curtin.

Description: New York : Cambridge University Press, 2019.

Identifiers: LCCN 2018039109 | ISBN 9781107004696 (hardback) |
ISBN 9780521181136 (paperback)

Subjects: LCSH: Consumers. | Consumer behavior. | Marketing. |
BISAC: BUSINESS & ECONOMICS / Economics / General.

Classification: LCC HF5415.32 .C86 2019 | DDC 658.8/342–dc23
LC record available at <https://lcn.loc.gov/2018039109>

ISBN 978-1-107-00469-6 Hardback
ISBN 978-0-521-18113-6 Paperback

Cambridge University Press has no responsibility for the persistence or accuracy of
URLs for external or third-party internet websites referred to in this publication
and does not guarantee that any content on such websites is, or will remain,
accurate or appropriate.