

Cambridge University Press 978-1-107-06920-6 - The Cambridge Handbook of Consumer Psychology Edited by Michael I. Norton, Derek D. Rucker and Cait Lamberton Copyright Information More information

## The Cambridge Handbook of Consumer Psychology

Edited by
Michael I. Norton
Derek D. Rucker
Cait Lamberton





Cambridge University Press 978-1-107-06920-6 - The Cambridge Handbook of Consumer Psychology Edited by Michael I. Norton, Derek D. Rucker and Cait Lamberton Copyright Information More information

## **CAMBRIDGE**UNIVERSITY PRESS

32 Avenue of the Americas, New York, NY 10013-2473, USA

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/9781107069206

© Cambridge University Press 2015

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 2015

Printed in the United States of America

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

Library of Congress Cataloging in Publication Data

The Cambridge handbook of consumer psychology / [edited by] Michael I. Norton, Harvard Business School, Harvard University, Derek D. Rucker, Kellogg School of Management, Northwestern University, Cait Lamberton, Katz Graduate School of Business, University of Pittsburgh.

pages cm. – (Cambridge handbooks in psychology)

Includes bibliographical references and index.

ISBN 978-1-107-06920-6 (Hardback)

Consumers-Psychology.
 Consumer behavior.
 Norton, Michael I.,
 1975- editor.
 Rucker, Derek D., 1977- editor.
 Lamberton, Cait, 1975- editor.
 HF5415.32.C36 2015

658.8'342-dc23 2015006129

ISBN 978-1-107-06920-6 Hardback

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