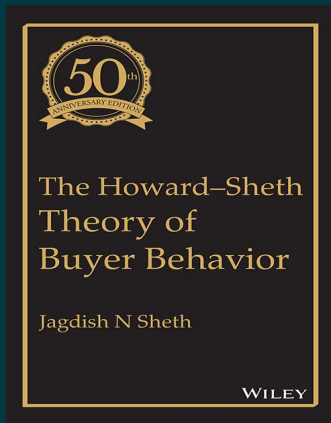




The Howard-Sheth Theory of Buyer Behavior

By [Jagdish N. Sheth](#)

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Description

The Howard-Sheth Theory of Buyer Behavior (1969) is recognized as a major catalyst for the rise of consumer behavior as a standalone discipline and independent of market research. In the last 50 years, consumer behavior has experienced spectacular growth especially with the influence of behavioral sciences. The next 50 years will be even more exciting. Stay tuned. The key drivers are the rise of emerging markets such as China and India as the largest consumer markets in the world for branded products and services.

About the Author

Jagdish N. Sheth

Dr. Jagdish N. Sheth is known nationally and internationally for his scholarly contributions in consumer behavior, relationship marketing, competitive strategy, and geopolitical analysis. He has over 50 years of combined experience in teaching and research at the University of Southern California, the University of Illinois, Columbia University, MIT, and Emory University. Throughout his career, Professor Sheth has offered hundreds of presentations in at least 20 countries. He has also provided consulting for numerous companies including AT&T, BellSouth, Cox Communications, Delta, Ernst & Young, Ford, GE, Lucent Technologies, Motorola, Nortel, Pillsbury, Sprint, Square D, 3M, Whirlpool

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