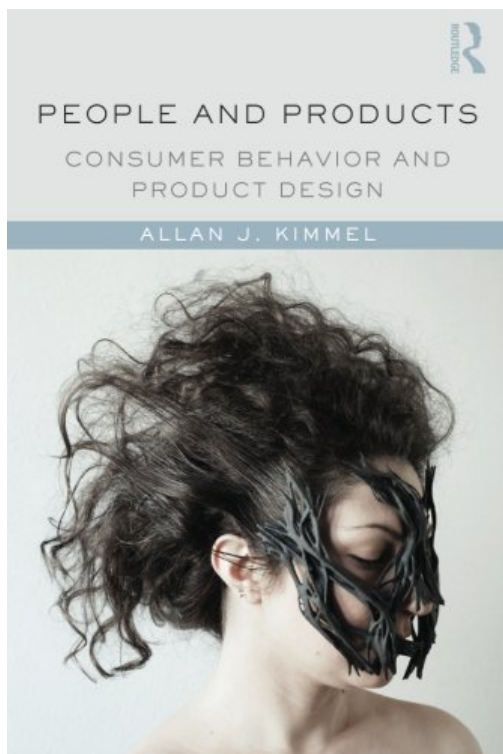


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'Kimmel introduces a key strategic alliance for the 21st century: consumer research plus product design. He builds a convincing case for this partnership through a delightful mix of intriguing examples, broad scholarship, and engaging insights.' - Russell Belk, York University Distinguished Research Professor and Kraft Foods Canada Chair in Marketing

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About the Author

Allan J. Kimmel is Professor of Marketing at ESCP Europe in Paris, France. He holds MA and PhD degrees in social psychology from Temple University, USA. He has published extensively in the fields of consumer behavior and marketing, including articles in the Journal of Consumer Psychology, Psychology & Marketing, Business Horizons, Journal of Marketing Communications, and European Advances in Consumer Research.

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