

Chapter 1

Video Link 1.1: How will UK trade with EU post-Brexit?

<https://youtu.be/7eoDwvl0QGk>

<https://youtu.be/sOGUFRdJMEw>

<https://youtu.be/Z6LVNpfES8k>

Chapter 2

Video Link 2.1: The consumer decision making process

<https://youtu.be/65Vt9nmVYDM>

<https://youtu.be/wklqnTQpEkQ>

<https://youtu.be/2dalcUgxvvU>

<https://youtu.be/cKGmETvpKEo>

Chapter 3

Video Link 3.1: Innovation and digital technologies

<https://youtu.be/TPbKyD2bAR4>

Chapter 4

Video Link 4.1: B2C vs. B2B the basics

<https://youtu.be/lioMujmOTGk>

Chapter 5

Video Link 5.1: Digital transformation

<https://youtu.be/ystdF6jN7hc>

Video Link 5.2: The Digital Skills Gap and the Future of Jobs 2020

<https://youtu.be/Y9FOyoS3Fag>

Chapter 6

Video Link 6.1: Consumer motivations

<https://youtu.be/wEY1hHpIN1I>

Chapter 7

Video Link 7.1: Hype culture

<https://youtu.be/-PK1IF5U--8>

Video Link 7.2: Freud's psychoanalytic theory on instincts: Motivation, personality and development

<https://youtu.be/7vFf5CS27-Y>

Video Link 7.3: Psychographics in marketing

<https://youtu.be/yfOWtaNp2Yg>

Chapter 8

Video Link 8.1: Retail atmospherics

<https://youtu.be/q0PDS6SeMA8>

Video Link 8.2: Subliminal advertising

<https://youtu.be/oU03jR73r-E>

Chapter 9

Video Link 9.1: The consumer buying process

<https://youtu.be/zPFeoNkZYGc>

Chapter 10

Video Link 10.1: Theory of reasoned action

https://youtu.be/h_rzG5uAmU?list=PLZsraSyVCCe_AsErbzvBr7Y4YpsAZ30Ay

Chapter 11

https://youtu.be/F0k5rwsU_Jq

Video Link 11.1: Bernie Sanders discusses trickledown economics

<https://youtu.be/m0wp0kbBeJU>

Chapter 12

Video Link 12.1: Gender roles

<https://youtu.be/swSy6pdAS-0>

Video Link 12.2: Catherine roe on consumer behavior

<https://youtu.be/2N6spwyBuvE>

Video Link 12.3: HeForShe

<https://youtu.be/gkjW9PZBRfk>

Chapter 13

Video Link 13.1: Culture and social mobility

<https://youtu.be/GjuV-XdYHhA>

Video Link 13.2: Consumer culture

<https://youtu.be/XS1sKdOTg6Y>

Chapter 14

Video Link 14.1: Ethical consumption/consumerism

<https://youtu.be/GAG-t-kXcqE>

<https://youtu.be/CnrWnFHGN7A>

<https://youtu.be/dmVKeB411Mw>

Chapter 15

Video Link 15.1: Sustainable consumption

<https://youtu.be/4v4Pf5Dt8Hg>

