

# Web Links

## Chapter 1

1.1: [What is consumer behaviour?](#)

1.2: [Psychological factors that influence consumer buying behaviour](#)

1.3: [How will Brexit affect Britain's trade with Europe?](#)

## Chapter 2

2.1: [Influencing decision making](#)

2.2: [Buyer behaviour and brand loyalty](#)

2.3: [Harvard Business Review – branding \(Tesla, under Armour and Sonos\)](#)

## Chapter 3

3.1: [Top 10 digital trends in 2019.](#)

3.2: [Food marketing on Facebook](#)

3.3: [Branding in the age of social media](#)

## Chapter 4

4.1: [B2B buyer decision map](#)

4.2: [Understanding the difference between B2B and B2C marketing](#)

4.3: [75+ B2B Marketing Statistics to know for 2018 and 2019](#)

4.4: [B2B marketing trends you need to know for 2019](#)

## Chapter 5

5.1: [Diffusion of innovation](#)

5.2: [11 innovative gifts everyone will want in 2019!](#)

5.3: [The 8 consumer trends facing marketers in 2019](#)

## Chapter 6

6.1: [BMW still the ultimate driving machine](#)

6.2: [Inside Nespresso's 2020 sustainability strategy](#)

6.3: [The Hedonist magazine](#)

Chapter 7

7.1: [Narcissism and social media](#)

7.2: [Personality drive smartphone addiction](#)

7.3: [Four big personality types](#)

7.4: ['Personality' in the Discover magazine](#)

Chapter 8

8.1: [The secret to delighting customers? Put employees first](#)

8.2: [How to continually exceed expectations: 3 business lessons from Disney's paint the night parade](#)

8.3: E-commerce and China

- <https://www.marketingtochina.com/guide-understanding-e-commerce-market-china/>
- <https://www.weforum.org/agenda/2018/01/china-ecommerce-what-we-can-learn/>

8.4: [Scotland and leaving the EU](#)

Chapter 9

9.1: [Kumon](#)

9.2: [MOOCs](#)

9.3: [Learning technologies as the future of learning](#)

9.4: [Technology, skills and the future of learning](#)

Chapter 10

10.1: [Technology and marketing](#)

10.2: [Consumer attitudes and beliefs](#)

10.3: [Attitudes and behaviour in psychology](#)

10.4: [The music industry in an age of digital distribution](#)

## Chapter 11

11.1: [LAPD – How gangs are identified](#)

11.2: [YouTube and vlogging](#)

11.3: [Why identity politics benefits the right more than the left?](#)

## Chapter 12

12.1: [The mobile device path to purchase: Parents & children: communicus](#)

12.2: [HeForShe](#)

12.3: [British women now among top drinkers in the world](#)

12.4: [How much do you earn? 'It's not something you want to talk about'](#)

## Chapter 13

13.1: [Culture and social mobility](#)

13.2: [Social class in Britain](#)

13.3: [A theoretical explanation](#)

## Chapter 14

14.1: [8 simple, inexpensive ways to be a more ethical consumer in 2019](#)

14.2: [Ethical and sustainable trends in 2019](#)

14.3: [Ethical marketing practices](#)

14.4: [Conscious consumers](#)

14.5: [Communicating ethics to different generations](#)

14.6: [Conflict of generations: Business culture of contemporary Russia](#)

## Chapter 15

15.1: [Sustainable development](#)

## 15.2: Sustainable Development Goals

- <https://www.un.org/sustainabledevelopment/sustainable-consumption-production/>
- <https://www.consumersinternational.org/what-we-do/consumer-protection/sustainable-consumption/>
- <https://sustainabledevelopment.un.org/hlpf/2019/>

## 15.3: [The global festival of action](#)