



Marketplace Lifestyles in an Age of Social Media: Theory and Methods

Lynn R Kahle, Pierre Valette-Florence

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This book approaches the concept of lifestyle from a contemporary scholarly perspective, and subjects it to rigorous theoretical and conceptual standards from an integrated, applied psychological point of view.

Marketplace Lifestyles in an Age of Social Media is exceptionally current, demonstrating how recent trends and developments in social media reflect the importance of lifestyle research in marketing. Numerous examples, illustrations, and comprehensive references are provided, making this volume the best single resource for scholars, students, and marketing experts in this important area of marketing theory and practice.

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