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In addition to co-authoring CONSUMER BEHAVIOR, she has several edited volumes on branding and has an upcoming book on developing, enhancing and leveraging brand admiration. She is former Treasure and President of the Association for Consumer Research and former Vice President of Conferences and Research for the American Marketing Association's academic council.

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MacInnis is the Charles L. She received her Ph. Consumer behavior / Wayne D. Hoyer, Deborah J. MacInnis - Details - Trove. MacInnis has published papers in various journals; consjmer a member of the editorial review boards of the Journal of Marketing Research, Journal of Consumer Research, Journal of Marketing, and Journal of Market Focused Management; and serves as a reviewer for the ...

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Dr. Hoyer is a member of the American Psychological Association, the Association for Consumer Research, and the American Marketing Association. His major areas of teaching include consumer behavior, customer strategy, and marketing communications.

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