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This fully updated second edition of Understanding Customers is a recommended textbook for the Understanding Customers Certificate CIM paper. It is divided into six parts covering the social sciences, people as individuals, people in groups, people in society and people in organisations.

Each chapter of Understanding Customers consists of: * learning objectives and definitions * the theoretical background * exercises * issues to consider * current examples * implications for marketing * recent examination questions. Chris Rice is
Senior Lecturer in the Nottingham Business School at Nottingham Trent University. He is a CIM examiner on the Understanding Customers paper and has widespread consultancy experience in both the private and public sector.

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