

# **Alan David Cooke**

**Associate Professor at University of Florida**

Gainesville, FL, US

Alan Cooke is an expert in evaluating consumer behavior.

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## **Biography**

Alan Cooke is an expert in evaluating consumer behavior, decision making, consumer choice, price perception and psychological scaling. He is an associate professor and Egbert R. Beall/Beall's Department Stores, Inc. Faculty fellow in the Warrington College of Business.

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## **Industry Expertise**

Business Services, Market Research

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## **Areas of Expertise**

Psychological Scaling, Consumer Behavior, Consumer Choice, Decision Making, Price Perception, Business

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