

LEON G. SCHIFFMAN Summary Leon G. Schiffman is an award-winning theorist and researcher in the fields of consumer behavior and cultural studies. He is the author of The customer Communication Pocketbook, Service Behavior, Consumer Behavior, Consumer Behavior/Consumer Culture: Understanding the Interplay, and Consumerism. He has also co-edited a number of books, including a special issue on service Behavior in the Travel Industry. In addition to these, Schiffman is currently editor-in-chief of the journals Contemporary Service Research, Journal of Service Management, Journal of Service Research, and Journal of Tourism Research. He has also acted as an editor of another journal, the Journal of Hosting. Schiffman has taught undergraduate and graduate courses at Florida State University and Southern Illinois University, as well as at Eastern Kentucky University and at Baylor University. Schiffman is the recipient of numerous awards, including the Florida State University Faculty Mentor Award. He has presented research at various national and international conferences. Leon G. Schiffman's father, Harold, was a professor of language and literature at the University of Florida and his mother was a schoolteacher. He is a son of parents who encouraged him to make the best of himself. He received his Ph.D. from the University of Florida in 1967 and, at the time, was the youngest Ph.D. in the state. His dissertation was on Communications in Service Business. Leon G. Schiffman's mother died in 1992. Schiffman was a co-founder of the American Tourism Organization. He spent more than two decades working in various capacities with this industry. He currently guides student tours in southeast United States for Royal Caribbean Cruises. A description of Schiffman's company can be found at [www.seventhplanetours.com](http://www.seventhplanetours.com). He has written extensively about his industry-related experiences and commentary in various journals and books. Preface 1. G. Leon Schiffman and K.A. Coney, Consumers and Service: User's Guided Tour, Lexington, 1985. Schiffman has taught undergraduate and graduate courses at Florida State University and Southern Illinois University, as well as at Eastern Kentucky University and at Baylor University. 2. G. Leon Schiffman, The Customer Communication Pocketbook, Upper

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