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The third edition of this Australian text continues to convey the essence of consumer behaviour and to connect psychological, socio- cultural and decision making aspects of the discipline.

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Consumer Behaviour Schiffman 9th edition | Attitude

Description For undergraduate and graduate consumer behavior courses. The text that set the standard for consumer behavior study. Consumer Behavior explores how the examination and application of consumer behavior is central to the planning, development, and implementation of marketing strategies.

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