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# CONSUMER BEHAVIOR (HARDBACK)



Cengage Learning, Inc, United States, 2016. Hardback. Condition: New. First Asia Pacific Edition. Language: English . Brand New Book. This wide-ranging yet focused text provides an informative introduction to consumer behavior supported by in-depth, scientifically grounded coverage of key principles and applications. CONSUMER BEHAVIOR, Second Edition, devotes ample attention to classic consumer behavior topics, including consumer information processing, consumer decision making, persuasion, social media and the role of culture and society on consumer behavior. In addition, this innovative text explores...

## Read PDF Consumer Behavior (Hardback)

- Authored by Maria Cronley, Thomas Cline
- Released at 2016



Filesize: 3.5 MB

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