

# 消费者行为学



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本书由欧洲著名管理学院和管理咨询公司的教授和专家撰写，它将90年代以来国际上工商管理各专业的最新研究成果，分门别类加以精练浓缩，由享誉世界的最大教育图书出版商PrenticeHall出版公司出版。是一本英文原版消费者行为学著作。

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