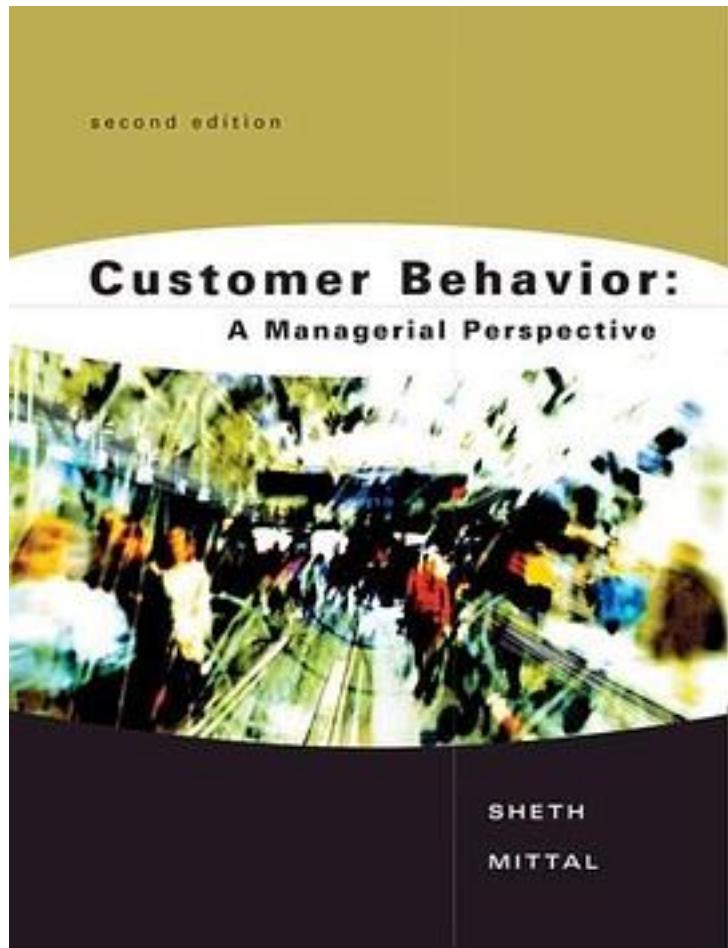


Customer Behavior



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著者:Jagdish N. Sheth

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Now in a completely revamped second edition, the authors of Customer Behavior have adapted the content, length, and end-of-chapter materials in the text, producing a new text that is tailored specifically to upper level 4-year programs, or to graduate level

programs. Its managerial approach focuses not only on the household consumer but also on the business customer market. This text goes beyond the conventional subject matter of consumer behavior textbooks, focusing not only on the role of customers as buyers, but also on their roles as users and payers.

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