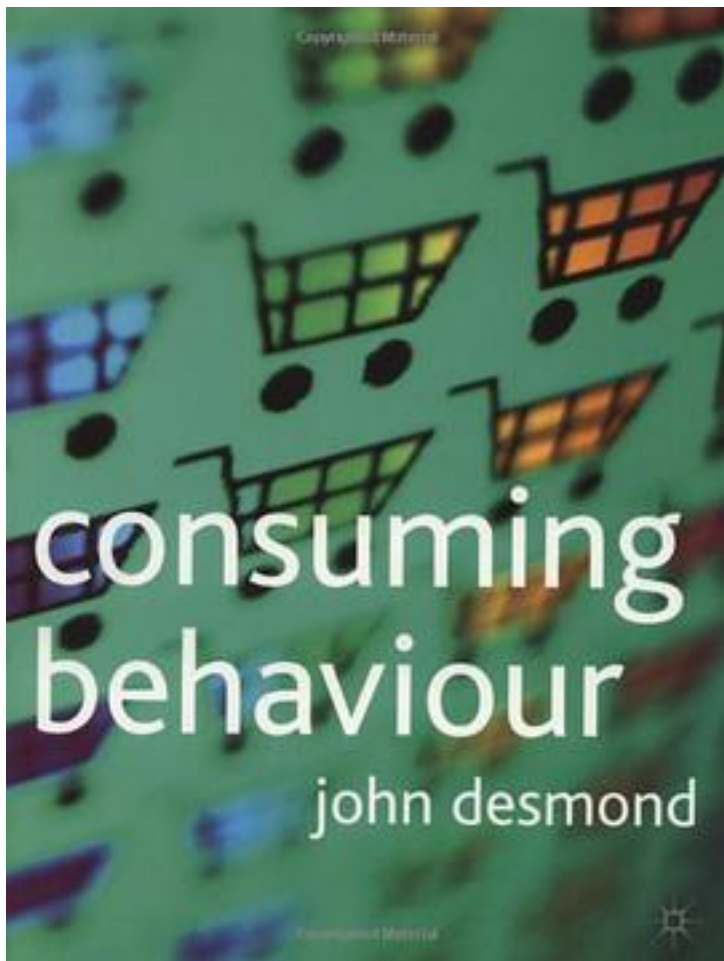


Consuming Behaviour



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著者:Desmond, John

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'Taking consumption rather than the consumer as the focus of the book is new and interesting. It's comparative approach is a valuable contribution to the field'. Andrew Perkins, Canterbury Christchurch University College 'I have thoroughly enjoyed this

text. This is a new and important text' Ahmed Jamal, Cardiff Business School John Desmond is Lecturer in Marketing in the School of Management at Heriot-Watt University. This text is designed specifically for those students taking Consumer Behaviour modules at undergraduate or postgraduate level on a marketing or business/management degree. The text provides a challenging and interesting book which addresses the imbalance in traditional consumer behaviour textbooks by incorporating biological, sociological and anthropological theories into the core of the work. Also available is a companion website with extra features to accompany the text, please take a look by clicking below -
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