

CB2



[CB2\\_下载链接1](#)

著者:Barry J. Babin

出版者:South-Western College Pub

出版时间:2010-2-3

装帧:Paperback

isbn:9780324829990

CB, Second Edition, provides a streamlined introduction to the core concepts and applications of contemporary consumer behavior. This concise, engaging, and accessible solution accommodates the diverse lifestyles of today's learners by providing a full suite of proven learning tools, including chapter-by-chapter study

cards, interactive quizzes, downloadable flash cards, multimedia resources, and more, all in a convenient package at a value-based price.

作者介绍:

目录:

[CB2\\_下载链接1](#)

标签

评论

[CB2\\_下载链接1](#)

书评

[CB2\\_下载链接1](#)