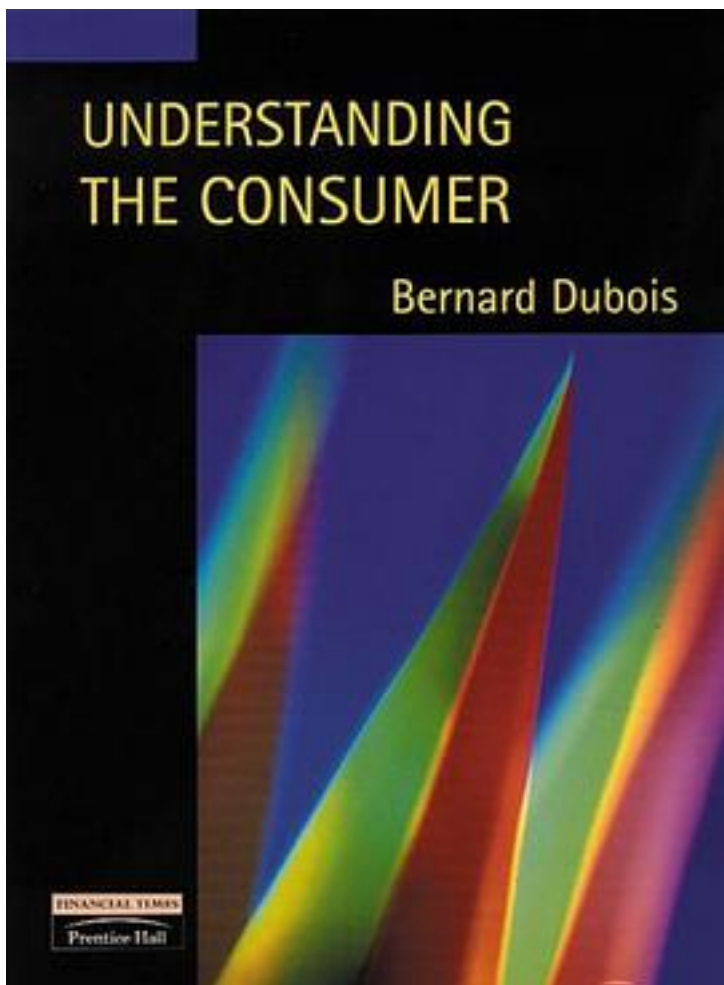


Understanding the Consumer



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Aimed at Management students as well as managers of private and public companies, non-profit organisations and consumer associations. At a time when consumers are

often described as more demanding, less loyal and more difficult to analyse and predict, Understanding the Consumer presents the essentials of consumer behaviour as well as the associated managerial and public policy implications.

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目录:

[Understanding the Consumer_下载链接1](#)

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