

Consumer Behavior in Fashion



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For courses in Consumer Behavior in Fashion and Interior Design, as well as similar courses offered in the departments of Sociology, Psychology, and Business. In addition

to contributing to the understanding of why people buy things, this text considers how products, services, and consumption activities contribute to the broader social world we experience. Consumer Behavior: In Fashion, Second Edition not only probes the psyche of the American consumer, but considers the multicultural perspectives of consumers from around the world. Models of consumer behavior underscore the complex interrelationships between the individual consumer and his/her social reality.

作者介绍:

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标签

评论

虽然有一些是常识，不过写的还算透彻，给人很多灵感。

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书评

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