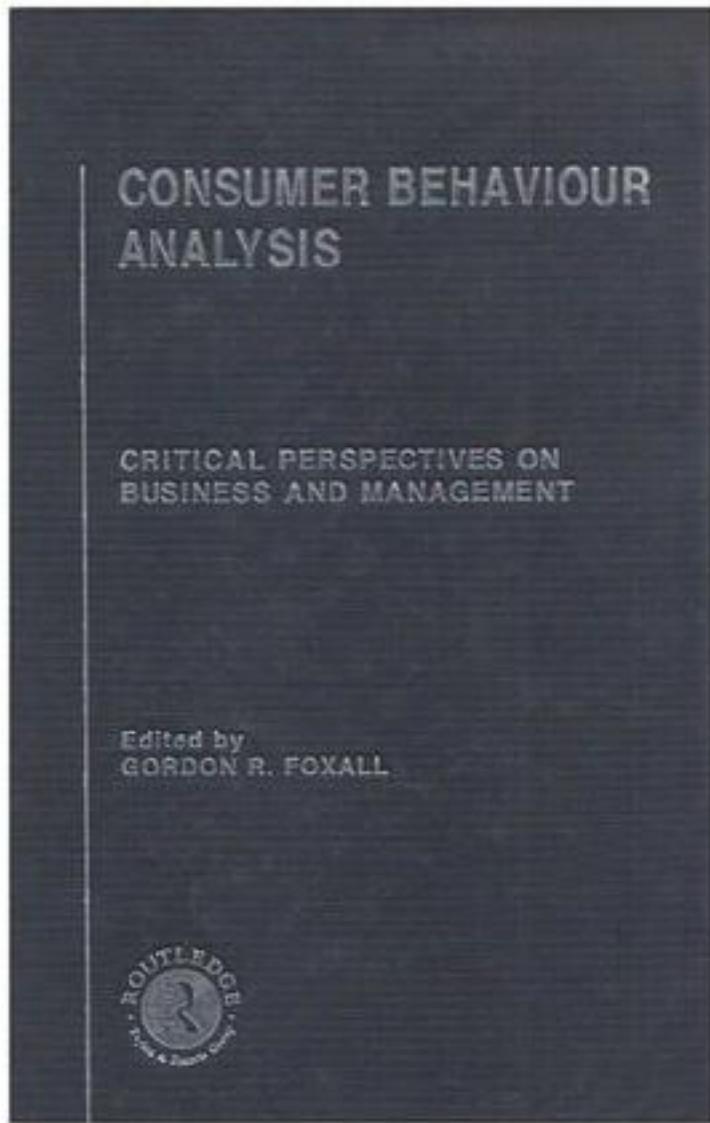


# Consumer Behaviour Analysis



[Consumer Behaviour Analysis](#) [下载链接1](#)

著者:Foxall, Gordon 编

出版者:Routledge

出版时间:2001-12-14

装帧:Hardcover

isbn:9780415196420

This set reprints key writings on different aspects of consumer psychology, through theoretical to empirical work. The areas covered include: foundations; theories and models of consumer behaviour; interpretive approaches; economic psychology of consumer behaviour; individual processes; beliefs, attitudes and decision processes; consumer choice, personality and cognitive style; the consumer environment; adoption and diffusion of innovations; socio-cultural influences, physical environment.

作者介绍:

目录:

[Consumer Behaviour Analysis\\_ 下载链接1](#)

标签

评论

---

[Consumer Behaviour Analysis\\_ 下载链接1](#)

书评

---

[Consumer Behaviour Analysis\\_ 下载链接1](#)