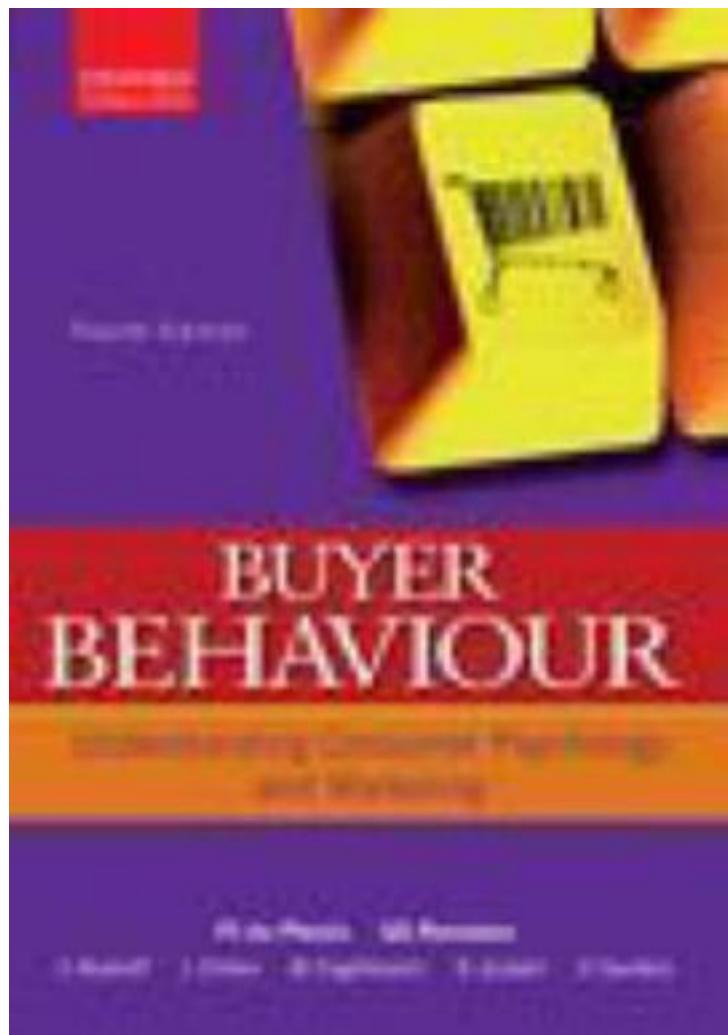


# Buyer Behaviour



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著者:Du Plessis, P. J./ Rousseau, G. G.

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This new edition of the consumer psychology/customer behaviour title focuses on the

psychological view of South African learner support materials (LSMs), incorporating business-to-business marketing and services. South African case studies illustrate and work through the challenges within the country's multi-cultural environment. It is written by a revised author team, taking cognisance of the changes in the South African market-place

作者介绍:

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