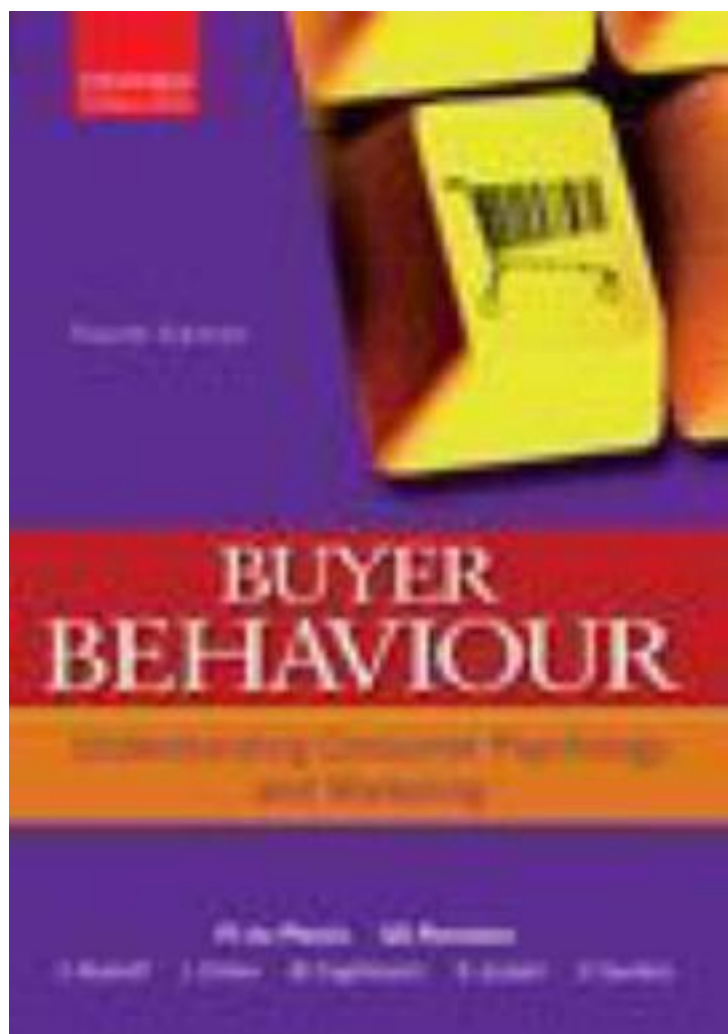


# Buyer Behaviour



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出版者:

出版时间:2011-6

装帧:

isbn:9780195764444

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

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