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Taking a psychological approach to the area of consumer behaviour, this exciting new Australian text presents a contemporary framework based around a buying, having and being model.

(PDF) Consumer behaviour : buying, having, being

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In this textbook on consumer behaviour the author looks at how the field of marketing is influenced by the actions of consumers and also how we, as consumers, are influenced by marketers. Consumer Behavior: Buying, Having and Being Reviews

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Consumer Behavior Buying, Having, and Being Eleventh Edition Global Edition Michael R. Solomon Saint Joseph's University PEARSON Boston Columbus Indianapolis New York San Francisco Upper Saddle River Amsterdam Cape Town Dubai London Madrid Milan Munich Paris Montreal Toronto

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In this Eight Edition of Consumer Behavior: Buying, Having, and Being, Solomon highlights the significance and dynamic nature of consumer behavior in seventeen chapters spread across five

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