



Basics Marketing 01: Consumer Behaviour

Hayden Noel

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An up-to-the-moment overview of consumer behavior, this first book in the Basics Marketing series examines the role of consumers as individuals and decision makers. Using real-world examples, it explores the relationships between consumers and culture and looks at the impact of current trends, such as digital media and globalization, on consumer behavior. Clear visuals, end-of-chapter reviews, and exercises make Basics Marketing: Consumer Behavior an accessible introduction for anyone interested in consumer behavior and its role in marketing.

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