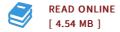
Consumer Behavior (rtt)(Chinese Edition)

By GONG ZHEN ZHU BIAN

Zhen-editor of Press: Guangdong Higher Education Press Publication Date :2004-1- 1 0:00:00 ISBN: 9787536130180 words: Page: Revision: Binding: Folio: Weight: Editor's Choice book describes the process of consumer psychology buying behavior process and analyze the behavior of different consumer groups target marketing psychology. and discusses psychological characteristics of consumers under the the modern special social environment. Summary This book is a need to adapt to college teaching and corporate practice applications compiled with. the purpose is to help the reader understand the theory of consumer behavior research and its practical application. able to provide the greatest value for consumers in the marketing. improve the competitiveness of enterprises. Its main features are: 1. rich in content. the system complete book consumer purchase decision-making process and the main line of internal and external factors affecting this process. covering the basic theory of consumer behavior research and application method. 2 novel point of view. absorbing consumer behavior is a relatively independent interdisciplinary...

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