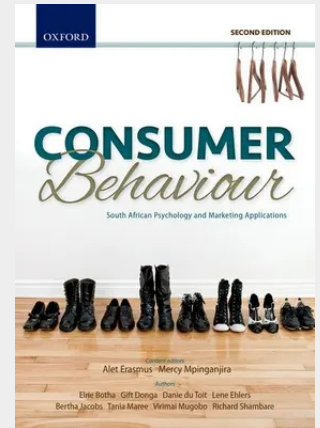


Consumer Behaviour

Consumer Behaviour second edition covers the essential concepts of a subject that straddles both marketing and industrial psychology. The textbook focuses on both the internal and external factors which impact the decision-making process. The title includes the latest perspectives and theories along with examples of how these can be applied in practice. The textbook is written for senior undergraduate students who are studying Consumer Behaviour as part of their degree in Marketing or Industrial Psychology at a university, or as part of a National Diploma in Marketing.



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