



Consumer behavior and marketing strategy - 9th Edition(Chinese Edition)

By MEI) BI DE (Peter.J.P.)

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Language:Chinese.English.Pages Number: 503 Publisher: Northeast financial big Pub. Date :2010-10-1. The book by explaining in simple terms and a wealth of practical examples. take you into the mysterious temple of consumer behavior. so that you in-depth understanding of consumer mode of thinking. habits. especially in the terminal management directly to consumers. it can be used to help solve many different types of questions: How insight into consumer behavior from a management point of view.

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