

Basics Marketing 01: Consumer Behaviour By Hayden Noel

By Hayden Noel

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AVA Academia www.avabooks.com, 1 Aug 2009

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Consumer behavior issues Narrated Presentations on Basic Marketing or making other marketing decisions; Limitations in consumer knowledge or information

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All Faculty | Marketing Hayden Noel. Noel, H., Chinchanchokchai, B. Forthcoming. Marketing Basics - Consumer Behavior, 179.

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