



Consumer Behaviour

Leon Schiffman, Aron O'Cass, Angela Paladino, Jamie Carlson

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A trusted resource for Consumer Behaviour theory and practice.

Consumer Behaviour explores how the examination and application of consumer behaviour is central to the planning, development, and implementation of effective marketing strategies.

In a clear and logical fashion, the authors explain consumer behaviour theory and practice, the use and importance of consumer research, and how social and cultural factors influence consumer decision making.

The sixth edition of this Australian text provides expanded coverage of contemporary topics.

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