



## Consumer Psychology general higher vocational Education Thirteen-Five planning textbook(Chinese Edition)

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paperback. Condition: New. Language:Chinese.Paperback. Pub Date: 2016-06-01 Pages: \$number  
Publisher: Tsinghua University Press This book focuses on the analysis of the psychological factors that affect the decision-making process of consumers. and analyzes the changes of these factors affecting the psychological changes of consumers. In order to guide the consumer's buying behavior process. constructs the marketing psychology knowledge system. In the preparation of textbooks. around tasks to task .



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