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CONSUMER BEHAVIOR: BUILDING MARKETING STRATEGY (TWELFTH EDITION)



McGraw Hill Education, 2014. Softcover. Book Condition: New. 5th or later edition. Consumer Behavior: Building Marketing Strategy provides students with a usable, strategic understanding of consumer behavior. The authors believe that knowledge of the factors that influence consumer behavior can, with practice, be used to develop sound marketing strategy. As a consequence, the text integrates theory, strategy-based examples, and application. Contents: PART I Overview 1. Introduction to Corporate Finance 2. Financial Statements and Cash Flow 3. Financial Statements Analysis and...

Read PDF Consumer Behavior: Building Marketing Strategy (Twelfth Edition)

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- Released at 2014



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