



Consumer behaviour: A practical guide

G. R Foxall

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"Consumer Behaviour" is an exciting, new European text written in student friendly language and designed specifically around how students learn. Using their considerably experience, Martin Evans, Ahmad Jamal and Gordon Foxall present a concise exploration of the key aspects of the "Consumer Behaviour" in a lively but rigorous manner. They also include topical issues such as Consumer Misbehaviour, and the growing trend within marketing to attempt to understand consumers through an ever-expanding range of personalised transactional and profile data.

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