

T C B C

TEACHING CONSUMER BEHAVIOR ^{with} CASES

A selection from:

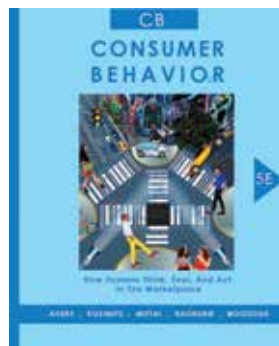
CONSUMER BEHAVIOR

How Humans Think, Feel, and Act
in the Marketplace

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