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Schiffman, Kanuk & Hansen, Consumer Behaviour: A European ...

Names: Schiffman, Leon G., author. | Wisenblit, Joseph, author.
Title: Consumer behavior / Leon G. Schiffman, Joseph Wisenblit.
Description: Twelfth edition. | Upper Saddle River, New Jersey : Pearson Education, [2019] Identifiers: LCCN 2017037515 | ISBN 9780134734828 Subjects: LCSH: Consumer behavior. | Motivation research (Marketing)

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Consumer Behavior - Pearson Education

Leon G. Schiffman, Leslie Lazar Kanuk, Joseph Wisenblit. Pearson Prentice Hall, 2010 - Consumer behavior - 592 pages. 1 Review.

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