



DOWNLOAD



## Consumer Behaviour: A European Perspective (Paperback)

---

By Michael R. Solomon, Gary J. Bamossy, Søren Askegaard

Pearson Education Limited, United Kingdom, 2013. Paperback. Book Condition: New. 5th Revised edition. 266 x 196 mm. Language: English . Brand New Book. Now in its 5th edition, Consumer Behaviour: A European Perspective provides a fully comprehensive, lively and engaging introduction to consumer behaviour. The book links in consumer behaviour theory with the real life problems faced by practitioners. The unique five-part micro-to-macro wheel structure also provides a multi-disciplinary approach, including the latest data to profile European consumers. This book is ideal for second and third year undergraduate marketing students, undergraduate students taking a consumer behaviour module as part of a business course and postgraduate students on masters courses in marketing.



**READ ONLINE**  
[ 3.38 MB ]

### Reviews

*The best book i actually go through. It can be full of wisdom and knowledge Once you begin to read the book, it is extremely difficult to leave it before concluding.*

-- **Prof. Greg Herzog**

*I just started out looking over this ebook. it was writtern extremely perfectly and useful. You are going to like the way the blogger publish this book.*

-- **Micaela Kutch**