



Consumer Behaviour: A European Perspective (Paperback)

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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 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.

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