



Classic Renditions Business Administration Marketing Series: Consumer Behavior (first edition 10)(Chinese Edition)

By MAI KE ER SUO LUO MEN

paperback. Book Condition: New. Paperback. Pub Date :2014-01-01 Pages: 399 Language: Chinese Publisher: China Renmin University Press' Classic Renditions of Business Administration & Marketing Series: Consumer Behavior (10th Edition) is the field of consumer behavior classics. but also to the field of consumer behavior theory and the international forefront of China's domestic practice of combining seminal works. 10th edition followed the consumer Roulette framework. the book consists of 17 chapters streamlined to 14 chapte.



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