

Mowen And Minor Consumer Behavior

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Mowen & Minor, Consumer Behavior: A Framework | Pearson

Consumer behavior / John C. Mowen, Michael Minor. ISBN: 0137371152 Author: Mowen, John C. Minor, Michael viaf Edition: 5th ed. Publisher: Upper Saddle River, N.J. : Prentice-Hall, 1998. Description: Xxi, 696 p. : ill. (some col.) ; 27 cm. Bibliography: Includes bibliographical references and indexes. Dewey: 658.8/342 21 Subject: Consumer behavior. (source)lcsh

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