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CONSUMER BEHAVIOUR



Sage Publications Ltd, United Kingdom, 2016. Paperback. Book Condition: New. 3rd Revised edition. 210 x 150 mm. Language: English. Brand New Book. Praised for its no nonsense approach to engaging students and conveying key learning outcomes, Blythe s new edition of Consumer Behaviour now features increased coverage of social media, digital consumption and up to date marketing practice. Examples and case studies from global brands including Spotify, Instagram and Amazon are threaded throughout the text, and students understanding and...

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- Authored by Zubin Sethna, Jim Blythe
- Released at 2016



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