

<<消费者行为学>>

图书基本信息

书名：<<消费者行为学>>

13位ISBN编号：9787300024851

10位ISBN编号：7300024858

出版时间：1997-12-01

出版时间：中国人民大学出版社

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内容概要

本书由欧洲著名管理学院和管理咨询公司的教授和专家撰写，它将90年代以来国际上工商管理各专业的最新研究成果，分门别类加以精练浓缩，由享誉世界的最大教育图书出版商PrenticeHall出版公司出版。

是一本英文原版消费者行为学著作。

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