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Publisher: Pearson Education; 6 edition (15 October 2013) Language: English; ISBN-10: 144256153X; ISBN-13: 978-1442561533; Product Dimensions: 21 x 25.8 x 2.4 cm Boxed-product Weight: 1.6 Kg; Customer Reviews: Be the first to write a review; Amazon Bestsellers Rank: 4,001 in Books (See Top 100 in Books) #10 in Market Research Business

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Consumer Behavior The marketing concept emphasizes that profitable marketing begins with the discovery and understanding of consumer needs and then develops a marketing mix to satisfy these needs. Thus, an understanding of consumers and their needs and purchasing behavior is integral to successful marketing.

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