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Publisher: South-Western College Pub(Thom; 10th edition (November 29, 2005) Language: English; ISBN-10: 8131501841; ISBN-13: 978-8131501849; Shipping Weight: 1.1 pounds; Customer Reviews: 3.9 out of 5 stars 22 customer ratings; Amazon Best Sellers Rank: #5,528,651 in Books (See Top 100 in Books) #3912 in Marketing & Consumer Behavior

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1940s and 50s as a distinct sub-discipline of marketing, but has become an inter-disciplinary social science ...

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Additional Physical Format: Online version: Blackwell, Roger D. Consumer behavior. Mason, OH : Thomson/South-Western, ©2006 (OCoLC)629246178: Document Type:

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