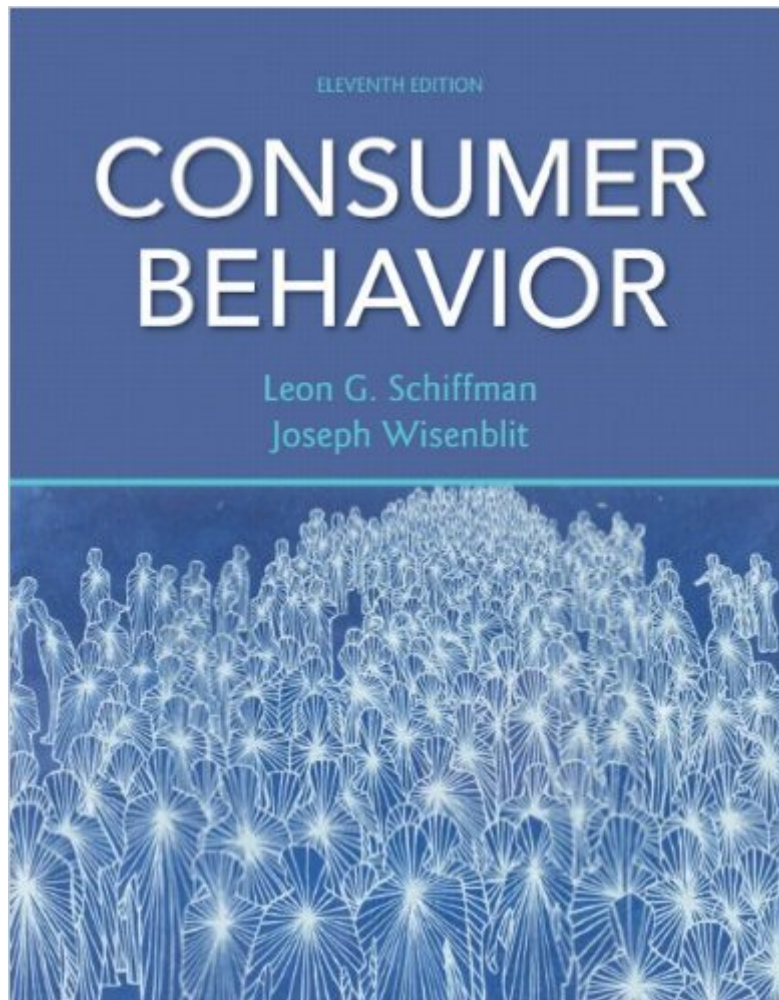


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Consumer Behavior (11th Edition)



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- Improve Results with MyMarketingLab: MyMarketingLab delivers proven results in helping students succeed and provides engaging experiences that personalize learning.
- Bring Concepts to Life with Cases: End-of-chapter cases show students the real-life application of the concepts just covered so that they can see how real companies use consumer behavior to create marketing strategies,
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