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Autore	Khan Matin A
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Sommario/riassunto	About the Book: This book, Consumer Behaviour and Advertising Management, is addressed primarily to the students pursuing courses in management in universities and students in India. It explains the fundamentals of the subjects and is illustrated with practical examples in Indian environment . It covers almost all the topics required to be studied in the field of consumer behaviour and advertising management. It covers the syllabi of IET. The text on consumer behaviour has been amply made clear with case studies. The chapters on advertising, besides dealing with promotional tools, also exp