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| Sommario/riassunto | PART ONE - CONSUMER BEHAVIOURINTRODUCTION TO THE STUDY OF CONSUMER BEHAVIOUR CONSUMER MODELLINGPERCEPTIONLEARNINGPERSONALITYATTITUDES AND BEHAVIOUR MOTIVATION INFLUENCE OF SOCIAL CLASS GROUP DYNAMICS & CONSUMER REFERENCE GROUPS CONSUMER DECISION MAKING PROCESSCONSUMER AND THE COMMUNICATION PROCESS CONSUMER SATISFACTION CONSUMER AND RELATIONSHIP MARKETING MARKET SEGMENTATION CONSUMERISM INDUSTRIAL/ORGANISATIONAL BUYING BEHAVIOUR CUSTOMER AND MARKETING OF SERVICESCASESCASE STUDIESPART TWO - MARKETING RESEARCHINTRODUCTION TO MARKETING RESFARCHBASIC CONCEPTS AND RESFARCH DESIGNSOURCES AND COLLECTION OF MARKET INFORMATIONPRIMARY DATA COLLECTIONSECONDARY SOURCES OF DATA COLLECTIONTHE RESFARCH PROCESS ANALYSIS OF DATA AND ATTITUDE MEASUREMENT MEASUREMENT OF DIFFERENCES AND ASSOCIATIONS THE MARKETING INFORMATION SYSTEM INTERNET MARKETING RESEARCH VIEW OF THE TRADITIONAL APPLICATIONS |

