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Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	pt. 1. Introduction -- pt. 2. Qualitative techniques -- pt. 3. Liking and beyond -- pt. 4. Consumer segmentation -- pt. 5. Influence of extrinsic product characteristics.
Sommario/riassunto	This book discusses advances in the classical methods of consumer science, including qualitative techniques, focus groups and social media, as well as focusing on liking, a fundamental principle of consumer science; consumer segmentation; and the influence of extrinsic product characteristics.